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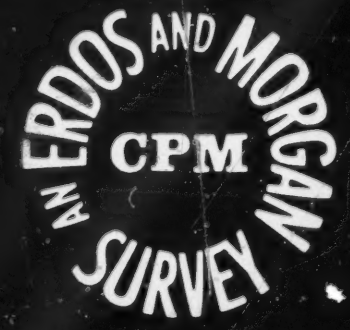
The MarketPlace Reader

The 1980 Erdos & Morgan Comparable Profile Measurement of America's

Corporate Presidents
Dentists
Physicians
Lawyers
Certified Public Accountants



Foreword

This is a Profile by Erdos & Morgan of America's professional men and women -- the 830,000 corporate Presidents, Dentists, Physicians, Lawyers and CPA's who comprise the circulation of the five MarketPlace Publications.

It is the newest of a series of studies of the buying habits of America's professionals conducted by Erdos & Morgan for MarketPlace Publications.

Since professionals enjoy the nation's highest incomes, advertisers will find it interesting and instructive to read the detailed information in these pages about their homes, possessions, and plans for future purchases, investments and vacations.

> What makes and years of cars do professionals own? What cars do they plan to buy? How many own their own homes? How many own more than one home? TV sets? Tape Recorders? Boats? Cameras? Etc. Etc.
>
> What do professionals do for recreation? Where -- and how often -- do they go on vacation? How many attended conventions in the past twelve months? Etc. Etc.
>
> What is the total value of their investment portfolios? Their life insurance? What charge privileges and credit cards do they now hold? The answers to these and many other questions are in these pages.

MarketPlace Publications is pleased to make this study by Erdos & Morgan available to you.

Clearly, in terms of income, investments, buying activity, travel, education and community leadership, no other segment of the national population can even approach America's professionals.

And MarketPlace Publications are the only publications that reach only America's professionals.

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PERSONAL PROFILE

Corporate Presidents (140,000)

Dentists (103,000)

Physicians (283,000)

Lawyers (183,000)

CPA's (121,000)

COMPOSITE (830,000)

Summarized here are the personal and household characteristics of the 830,000 professionals who comprise the circulation of MarketPlace Publications. In the following tables, the first column represents the results of the "Comparable Profile Measurement of Subscribers and Subscriber Households." The first column thus does not represent a total of the other five columns, but a complete and separate survey in itself treating the five publications as a total professional audience of 830,000.

SEX OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO SEX	0	0	0	0	0	0
NUMBER ANSWERING	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
MAN	934 95.2	457 92.1	575 97.8	424 95.1	412 95.6	336 96.6
WOMAN	47 4.8	39 7.9	13 2.2	22 4.9	19 4.4	12 3.4

Q. ARE YOU A MAN OR A WOMAN?

TABLE 90

MARITAL STATUS OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO MARITAL STATUS	5	6	6	2	1	1
NUMBER ANSWERING	976 100.0	490 100.0	582 100.0	444 100.0	430 100.0	347 100.0
MARRIED	864 88.5	437 89.2	498 85.6	364 82.0	382 88.8	316 91.1
SINGLE, NEVER MARRIED	52 5.3	27 5.5	47 8.1	29 6.5	21 4.9	8 2.3
WIDOWED	9 0.9	4 0.8	4 0.7	4 0.9	3 0.7	6 1.7
SEPARATED OR DIVORCED	51 5.2	22 4.5	33 5.7	47 10.6	24 5.6	17 4.9

Q. WHAT IS YOUR MARITAL STATUS?

AGE OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO AGE	8	5	5	3	2	2
NUMBER ANSWERING	973 100.0	491 100.0	583 100.0	443 100.0	429 100.0	346 100.0
UNDER 18 YEARS	0 -	0 -	0 -	0 -	0 -	0 -
18 - 21	0 -	0 -	0 -	0 -	0 -	0 -
22 - 24	2 0.2	0 -	1 0.2	0 -	1 0.2	1 0.3
25 - 29	71 7.3	11 2.2	66 11.3	21 4.7	43 10.0	9 2.6
30 - 34	154 15.8	64 13.0	133 22.8	64 14.4	102 23.8	12 3.5
35 - 39	148 15.2	76 15.5	86 14.8	93 21.0	87 20.3	33 9.5
40 - 44	156 16.0	86 17.5	67 11.5	78 17.6	50 11.7	38 11.0
45 - 49	129 13.3	74 15.1	76 13.0	65 14.7	49 11.4	52 15.0
50 - 54	127 13.1	78 15.9	69 11.8	56 12.6	33 7.7	49 14.2
55 - 59	104 10.7	50 10.2	76 13.0	55 12.4	20 4.7	67 19.4
60 - 64	53 5.4	42 8.6	7 1.2	10 2.3	16 3.7	48 13.9
65 OR OVER	29 3.0	10 2.0	2 0.3	1 0.2	28 6.5	37 10.7
MEDIAN AGE	43.6	45.6	40.4	42.8	38.9	52.9

Q. WHAT IS YOUR AGE?

EDUCATION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO EDUCATION	5	0	0	8	1	2
NUMBER ANSWERING	976 100.0	496 100.0	588 100.0	438 100.0	430 100.0	346 100.0
GRADE SCHOOL	0 -	0 -	0 -	0 -	0 -	2 0.6
ATTENDED HIGH SCHOOL	6 0.6	0 -	0 -	0 -	0 -	12 3.5
GRADUATED FROM HIGH SCHOOL	15 1.5	0 -	0 -	0 -	6 1.4	40 11.6
ATTENDED COLLEGE	42 4.3	0 -	0 -	0 -	17 4.0	94 27.2
GRADUATED FROM 4-YEAR COLLEGE	119 12.2	0 -	0 -	15 3.4	232 54.0	99 28.6
POSTGRADUATE STUDY WITHOUT DEGREE	56 5.7	0 -	0 -	0 -	84 19.5	44 12.7
MASTER'S DEGREE	46 4.7	0 -	0 -	42 9.6	82 19.1	35 10.1
DOCTOR'S DEGREE	692 70.9	496 100.0	588 100.0	381 87.0	9 2.1	20 5.8

Q. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION YOU HAVE ATTAINED TO DATE?

HOUSEHOLD COMPOSITION - TOTAL HOUSEHOLD MEMBERS AND NUMBER OF ADULTS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981	496	588	446	431	348
NO ANSWER TO HOUSEHOLD COMPOSITION	15	13	8	2	2	5
NUMBER ANSWERING	966 100.0	483 100.0	580 100.0	444 100.0	429 100.0	343 100.0
TOTAL HOUSEHOLD MEMBERS ...						
1	61 6.3	26 5.4	43 7.4	42 9.5	35 8.2	17 5.0
2	188 19.5	75 15.5	116 20.0	75 16.9	97 22.6	124 36.2
3	163 16.9	81 16.8	108 18.6	76 17.1	72 16.8	58 16.9
4	263 27.2	134 27.7	165 28.4	130 29.3	124 28.9	68 19.8
5 OR MORE	291 30.1	167 34.6	148 25.5	121 27.3	101 23.5	76 22.2
NUMBER OF ADULTS (18 YEARS OLD OR OVER) ...						
1	76 7.9	31 6.4	49 8.4	55 12.4	37 8.6	18 5.2
2	605 62.6	293 60.7	377 65.0	272 61.3	319 74.4	200 58.3
3	153 15.8	85 17.6	80 13.8	67 15.1	47 11.0	76 22.2
4 OR MORE	132 13.7	74 15.3	74 12.8	50 11.3	26 6.1	49 14.3
NONE	0 -	0 -	0 -	0 -	0 -	0 -

Q. HOW MANY MEMBERS ARE THERE IN YOUR HOUSEHOLD WITHIN EACH OF THE FOLLOWING AGE GROUPS, INCLUDING YOURSELF?

HOUSEHOLD COMPOSITION - NUMBER OF CHILDREN

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981	496	588	446	431	348
NO ANSWER TO HOUSEHOLD COMPOSITION	15	13	8	2	2	5
NUMBER ANSWERING	966 100.0	483 100.0	580 100.0	444 100.0	429 100.0	343 100.0
NUMBER OF CHILDREN 12 - 17 YEARS OLD ...						
1	194 20.1	105 21.7	78 13.4	95 21.4	61 14.2	64 18.7
2	110 11.4	65 13.5	66 11.4	48 10.8	42 9.8	27 7.9
3 OR MORE	28 2.9	17 3.5	14 2.4	16 3.6	11 2.6	4 1.2
NONE	634 65.6	296 61.3	422 72.8	285 64.2	315 73.4	248 72.3
NUMBER OF CHILDREN 6 - 11 YEARS OLD ...						
1	188 19.5	88 18.2	106 18.3	104 23.4	83 19.3	48 14.0
2	102 10.6	59 12.2	55 9.5	33 7.4	43 10.0	16 4.7
3 OR MORE	17 1.8	6 1.2	7 1.2	9 2.0	11 2.6	3 0.9
NONE	659 68.2	330 68.3	412 71.0	298 67.1	292 68.1	276 80.5
NUMBER OF CHILDREN UNDER 6 YEARS OLD ...						
1	135 14.0	71 14.7	84 14.5	63 14.2	85 19.8	22 6.4
2	66 6.8	31 6.4	59 10.2	33 7.4	44 10.3	10 2.9
3 OR MORE	12 1.2	8 1.7	10 1.7	2 0.5	5 1.2	0 -
NONE	753 78.0	373 77.2	427 73.6	346 77.9	295 68.8	311 90.7

Q. HOW MANY MEMBERS ARE THERE IN YOUR HOUSEHOLD WITHIN EACH OF THE FOLLOWING AGE GROUPS, INCLUDING YOURSELF?

TOTAL HOUSEHOLD INCOME

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981	496	588	446	431	348
NO ANSWER TO HOUSEHOLD INCOME	94	49	64	48	26	20
NUMBER ANSWERING	887	447	524	398	405	328
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 5,000	3	0	6	1	2	0
	0.3	-	1.1	0.3	0.5	-
$ 5,000 - $ 7,999	3	0	2	2	1	0
	0.3	-	0.4	0.5	0.2	-
$ 8,000 - $ 9,999	1	0	2	1	0	0
	0.1	-	0.4	0.3	-	-
$ 10,000 - $ 11,999	2	1	5	4	0	0
	0.2	0.2	1.0	1.0	-	-
$ 12,000 - $ 14,999	6	1	3	3	3	2
	0.7	0.2	0.6	0.8	0.7	0.6
$ 15,000 - $ 19,999	13	5	14	7	7	1
	1.5	1.1	2.7	1.8	1.7	0.3
$ 20,000 - $ 24,999	31	9	24	22	23	4
	3.5	2.0	4.6	5.5	5.7	1.2
$ 25,000 - $ 29,999	44	7	33	24	44	8
	5.0	1.6	6.3	6.0	10.9	2.4
$ 30,000 - $ 34,999	54	13	34	31	46	13
	6.1	2.9	6.5	7.8	11.4	4.0
$ 35,000 - $ 39,999	55	14	52	15	53	13
	6.2	3.1	9.9	3.8	13.1	4.0
$ 40,000 - $ 49,999	113	45	70	72	78	26
	12.7	10.1	13.4	18.1	19.3	7.9
$ 50,000 - $ 74,999	229	130	153	101	88	65
	25.8	29.1	29.2	25.4	21.7	19.8
$ 75,000 - $ 99,999	153	102	75	57	34	49
	17.2	22.8	14.3	14.3	8.4	14.9
$ 100,000 OR OVER	180	120	51	58	26	147
	20.3	26.8	9.7	14.6	6.4	44.8
MEDIAN HOUSEHOLD INCOME	62937	74712	52778	54208	43013	91327
AVERAGE HOUSEHOLD INCOME	80661	94652	63780	70411	54540	114223

Q. PLEASE CHECK THE BOX THAT BEST DESCRIBES YOUR TOTAL HOUSEHOLD INCOME BEFORE TAXES IN (PREVIOUS YEAR). (PLEASE INCLUDE INCOME FROM YOURSELF AND ALL OTHER HOUSEHOLD MEMBERS FROM ALL SOURCES, SUCH AS WAGES, BONUSES, PROFITS, DIVIDENDS, RENTALS, INTEREST, ETC.)

LEISURE TIME ACTIVITIES ENGAGED IN OR ATTENDED DURING THE PAST 12 MONTHS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
ACTIVITIES ENGAGED IN OR ATTENDED ...						
ATTENDED ART SHOWS OR ART GALLERIES	498 50.8	268 54.0	306 52.0	238 53.4	159 36.9	171 49.1
ATTENDED LIVE THEATRE/CONCERT/OPERA/BALLET PERFORMANCES	641 65.3	327 65.9	374 63.6	305 68.4	263 61.0	220 63.2
BICYCLING	403 41.1	204 41.1	293 49.8	167 37.4	165 38.3	105 30.2
BOATING, SAILING	404 41.2	186 37.5	284 48.3	172 38.6	150 34.8	143 41.1
CAMPING	222 22.6	95 19.2	183 31.1	83 18.6	100 23.2	65 18.7
COLLECTING (STAMPS, COINS, ETC.)	197 20.1	121 24.4	128 21.8	76 17.0	87 20.2	46 13.2
FISHING	359 36.6	182 36.7	248 42.2	135 30.3	122 28.3	118 33.9
FLYING A PRIVATE PLANE	80 8.2	31 6.3	35 6.0	32 7.2	17 3.9	43 12.4
GOLF	304 31.0	104 21.0	199 33.8	153 34.3	178 41.3	161 46.3
HUNTING	166 16.9	70 14.1	133 22.6	69 15.5	54 12.5	76 21.8
JOGGING	421 42.9	186 37.5	275 46.8	181 40.6	148 34.3	108 31.0
LISTENING TO MUSIC ON STEREO EQUIPMENT	805 82.1	417 84.1	491 83.5	347 77.8	348 80.7	262 75.3
PHOTOGRAPHY	552 56.3	320 64.5	377 64.1	211 47.3	211 49.0	169 48.6
READING BOOKS FOR PLEASURE	753 76.8	393 79.2	439 74.7	353 79.1	307 71.2	264 75.9
SKIING (SNOW)	230 23.4	114 23.0	176 29.9	92 20.6	75 17.4	64 18.4
SKIN OR SCUBA DIVING	87 8.9	44 8.9	67 11.4	35 7.8	17 3.9	35 10.1
TENNIS	365 37.2	162 32.7	232 39.5	179 40.1	141 32.7	118 33.9
WATER SKIING	119 12.1	61 12.3	102 17.3	51 11.4	59 13.7	33 9.5
NONE OF THE LISTED ACTIVITIES	5 0.5	2 0.4	1 0.2	6 1.3	1 0.2	2 0.6
NO ANSWER	11 1.1	6 1.2	11 1.9	4 0.9	6 1.4	6 1.7

Q. WHICH OF THE ACTIVITIES LISTED BELOW DID YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD ENGAGE IN OR ATTEND IN THE PAST 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

LEISURE TIME ACTIVITIES ENGAGED IN OR ATTENDED DURING THE PAST 12 MONTHS

HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
ACTIVITIES ENGAGED IN OR ATTENDED ...						
ATTENDED ART SHOWS OR ART GALLERIES	573 58.4	313 63.1	341 58.0	270 60.5	185 42.9	199 57.2
ATTENDED LIVE THEATRE/CONCERT/OPERA/BALLET PERFORMANCES	705 71.9	361 72.8	414 70.4	342 76.7	287 66.6	252 72.4
BICYCLING	558 56.9	283 57.1	374 63.6	251 56.3	231 53.6	150 43.1
BOATING, SAILING	447 45.6	213 42.9	308 52.4	195 43.7	159 36.9	154 44.3
CAMPING	293 29.9	133 26.8	213 36.2	120 26.9	123 28.5	95 27.3
COLLECTING (STAMPS, COINS, ETC.)	282 28.7	174 35.1	164 27.9	106 23.8	117 27.1	69 19.8
FISHING	419 42.7	213 42.9	282 48.0	158 35.4	140 32.5	135 38.8
FLYING A PRIVATE PLANE	91 9.3	37 7.5	40 6.8	40 9.0	21 4.9	44 12.6
GOLF	348 35.5	133 26.8	217 36.9	174 39.0	190 44.1	175 50.3
HUNTING	204 20.8	94 19.0	144 24.5	80 17.9	63 14.6	81 23.3
JOGGING	531 54.1	249 50.2	337 57.3	231 51.8	194 45.0	145 41.7
LISTENING TO MUSIC ON STEREO EQUIPMENT	869 88.6	445 89.7	532 90.5	391 87.7	377 87.5	279 80.2
PHOTOGRAPHY	649 66.2	364 73.4	429 73.0	265 59.4	250 58.0	197 56.6
READING BOOKS FOR PLEASURE	876 89.3	443 89.3	517 87.9	401 89.9	371 86.1	304 87.4
SKIING (SNOW)	322 32.8	167 33.7	235 40.0	138 30.9	102 23.7	95 27.3
SKIN OR SCUBA DIVING	123 12.5	68 13.7	84 14.3	50 11.2	22 5.1	43 12.4
TENNIS	487 49.6	232 46.8	300 51.0	235 52.7	179 41.5	155 44.5
WATER SKIING	190 19.4	106 21.4	144 24.5	78 17.5	76 17.6	58 16.7
NONE OF THE LISTED ACTIVITIES	4 0.4	2 0.4	1 0.2	2 0.4	0 -	2 0.6
NO ANSWER	2 0.2	2 0.4	2 0.3	0 -	1 0.2	1 0.3

Q. WHICH OF THE ACTIVITIES LISTED BELOW DID YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD ENGAGE IN OR ATTEND IN THE PAST 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

TYPE OF RESIDENCE HOUSEHOLD LIVES IN

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981	496	588	446	431	348
NO ANSWER TO TYPE OF RESIDENCE	4	4	0	1	4	5
NUMBER ANSWERING	977 100.0	492 100.0	588 100.0	445 100.0	427 100.0	343 100.0
OWNED BY SELF OR OTHER HOUSEHOLD MEMBER ...						
HOUSE (OTHER THAN FARM OR RANCH)	824 84.3	420 85.4	489 83.2	378 84.9	355 83.1	275 80.2
HOUSE ON FARM OR RANCH	30 3.1	19 3.9	24 4.1	12 2.7	10 2.3	19 5.5
HOUSE (ANY)	854 87.4	439 89.2	513 87.2	390 87.6	365 85.5	294 85.7
CONDOMINIUM	35 3.6	17 3.5	14 2.4	10 2.2	16 3.7	25 7.3
COOPERATIVE APARTMENT	3 0.3	3 0.6	1 0.2	6 1.3	0 -	2 0.6
OTHER	7 0.7	0 -	2 0.3	1 0.2	6 1.4	3 0.9
OWN, TYPE NOT SPECIFIED	0 -	0 -	0 -	0 -	0 -	0 -
TOTAL WHO "OWN"	899 92.0	459 93.3	530 90.1	407 91.5	387 90.6	324 94.5
RENTED ...						
HOUSE	23 2.4	14 2.8	10 1.7	14 3.1	5 1.2	6 1.7
APARTMENT	54 5.5	19 3.9	46 7.8	24 5.4	35 8.2	13 3.8
OTHER	1 0.1	0 -	2 0.3	0 -	0 -	0 -
RENT, TYPE NOT SPECIFIED	0 -	0 -	0 -	0 -	0 -	0 -
TOTAL WHO "RENT"	78 8.0	33 6.7	58 9.9	38 8.5	40 9.4	19 5.5

Q. WHICH OF THE FOLLOWING BEST DESCRIBES THE MAIN RESIDENCE OF YOUR HOUSEHOLD?

VALUE OF MAIN RESIDENCE - IF OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	92.0	93.3	90.1	91.5	90.6	94.5
BASE (HOUSEHOLDS THAT OWN THEIR MAIN RESIDENCE)	899	459	530	407	387	324
NO ANSWER TO VALUE	27	18	11	11	5	8
NUMBER ANSWERING	872	441	519	396	382	316
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 20,000	4	0	1	3	3	1
	0.5	-	0.2	0.8	0.8	0.3
$ 20,000 - $ 29,999	1	1	1	3	2	0
	0.1	0.2	0.2	0.8	0.5	-
$ 30,000 - $ 39,999	5	2	8	5	5	3
	0.6	0.5	1.5	1.3	1.3	0.9
$ 40,000 - $ 49,999	25	7	12	9	13	4
	2.9	1.6	2.3	2.3	3.4	1.3
$ 50,000 - $ 59,999	42	10	32	17	30	6
	4.8	2.3	6.2	4.3	7.9	1.9
$ 60,000 - $ 69,999	54	21	44	28	42	9
	6.2	4.8	8.5	7.1	11.0	2.8
$ 70,000 - $ 79,999	82	36	60	42	61	16
	9.4	8.2	11.6	10.6	16.0	5.1
$ 80,000 - $ 99,999	150	66	91	66	74	45
	17.2	15.0	17.5	16.7	19.4	14.2
$ 100,000 - $ 124,999	130	77	67	67	53	38
	14.9	17.5	12.9	16.9	13.9	12.0
$ 125,000 - $ 149,999	82	53	60	44	33	42
	9.4	12.0	11.6	11.1	8.6	13.3
$ 150,000 - $ 199,999	141	74	72	57	38	48
	16.2	16.8	13.9	14.4	9.9	15.2
$ 200,000 OR OVER	156	94	71	55	28	104
	17.9	21.3	13.7	13.9	7.3	32.9
MEDIAN VALUE IF OWNED	114038	125236	103918	109328	89459	146429
AVERAGE VALUE IF OWNED	150439	163870	136852	139018	113237	192275

Q. IF YOU OR OTHER HOUSEHOLD MEMBERS OWN YOUR MAIN RESIDENCE, WHAT IS ITS APPROXIMATE PRESENT MARKET VALUE, INCLUDING THE LAND THAT BELONGS TO IT?

OWNERSHIP OF OTHER REAL ESTATE

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	508 100.0	446 100.0	431 100.0	348 100.0
WEEKEND OR VACATION HOME	176 17.9	87 17.5	88 15.0	85 19.1	39 9.0	113 32.5
RANCH, FARM OR FARMLAND	102 10.4	59 11.9	37 6.3	47 10.5	23 5.3	43 12.4
RESIDENTIAL BUILDING PLOT	80 8.2	34 6.9	45 7.7	42 9.4	28 6.5	45 12.9
UNDEVELOPED LAND	203 20.7	101 20.4	122 20.7	99 22.2	64 14.8	97 27.9
BUSINESS PROPERTY	292 29.8	121 24.4	219 37.2	138 30.9	75 17.4	173 49.7
OTHER TYPES OF REAL ESTATE	21 2.1	11 2.2	13 2.2	7 1.6	9 2.1	6 1.7
OTHER REAL ESTATE OWNED, TYPE NOT SPECIFIED	0 -	0 -	0 -	0 -	0 -	0 -
OWN OTHER REAL ESTATE (ANY)	548 55.9	276 55.6	335 57.0	261 58.5	164 38.1	264 75.9
NO OTHER REAL ESTATE OWNED	371 37.8	175 35.3	215 36.6	167 37.4	235 54.5	64 18.4
NO ANSWER	62 6.3	45 9.1	38 6.5	18 4.0	32 7.4	20 5.7

Q. IN ADDITION TO YOUR MAIN RESIDENCE, DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD OWN ANY OF THE FOLLOWING TYPES OF REAL ESTATE?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

PHOTOGRAPHIC AND AUDIO EQUIPMENT NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
PHOTOGRAPHIC EQUIPMENT ...						
35 MM CAMERA	677 69.0	366 73.8	448 76.2	272 61.0	232 53.8	215 61.8
POLAROID-TYPE CAMERA	483 49.2	248 50.0	288 49.0	226 50.7	181 42.0	208 59.8
CARTRIDGE-TYPE STILL CAMERA (INSTAMATIC, "POCKET", ETC.)	530 54.0	255 51.4	366 62.2	248 55.6	259 60.1	175 50.3
OTHER STILL CAMERA	178 18.1	117 23.6	110 18.7	76 17.0	74 17.2	65 18.7
SLIDE PROJECTOR	468 47.7	281 56.7	333 56.6	155 34.8	144 33.4	154 44.3
MOVIE CAMERA	404 41.2	219 44.2	255 43.4	148 33.2	150 34.8	162 46.6
MOVIE PROJECTOR	386 39.3	217 43.8	248 42.2	136 30.5	131 30.4	164 47.1
"ANY" OF ABOVE PHOTOGRAPHIC EQUIPMENT	894 91.1	454 91.5	558 94.9	403 90.4	397 92.1	305 87.6
TAPE RECORDERS ...						
REEL TO REEL SYSTEM	213 21.7	152 30.6	149 25.3	72 16.1	63 14.6	55 15.8
CASSETTE TAPE RECORDER	662 67.5	366 73.8	400 68.0	280 62.8	274 63.6	213 61.2
CARTRIDGE TAPE UNIT - 8 TRACK	331 33.7	157 31.7	226 38.4	143 32.1	128 29.7	121 34.8
"ANY" OF ABOVE TAPE RECORDERS	770 78.5	408 82.3	475 80.8	335 75.1	322 74.7	250 71.8
SPECIAL AUDIO EQUIPMENT ON CARS ...						
AM-FM STEREO CAR RADIO	751 76.6	395 79.6	445 75.7	318 71.3	317 73.5	266 76.4
CAR TAPE DECK	487 49.6	255 51.4	290 49.3	200 44.8	159 36.9	176 50.6
"ANY" OF ABOVE SPECIAL AUDIO EQUIPMENT ON CARS	773 78.8	404 81.5	457 77.7	326 73.1	326 75.6	274 78.7

Q. WHICH OF THE FOLLOWING ITEMS DO YOU OR OTHER HOUSEHOLD MEMBERS NOW OWN?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

PHOTOGRAPHIC AND AUDIO EQUIPMENT NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
HI-FI/STEREO COMPONENTS ...						
RECEIVER (COMBINATION TUNER AND AMPLIFIER)	611 62.3	323 65.1	408 69.4	259 58.1	237 55.0	180 51.7
SEPARATE TUNER	250 25.5	154 31.0	144 24.5	94 21.1	72 16.7	83 23.9
SEPARATE AMPLIFIER	264 26.9	161 32.5	138 23.5	95 21.3	77 17.9	88 25.3
RECORD CHANGER/TURNTABLE	625 63.7	345 69.6	386 65.6	263 59.0	238 55.2	190 54.6
SPEAKERS	661 67.4	346 69.8	438 74.5	282 63.2	263 61.0	198 56.9
HEADPHONE	412 42.0	240 48.4	295 50.2	158 35.4	135 31.3	117 33.6
MICROPHONE	262 26.7	156 31.5	170 28.9	94 21.1	84 19.5	81 23.3
"ANY" OF ABOVE HI-FI/STEREO COMPONENTS	727 74.1	387 78.0	472 80.3	304 68.2	287 66.6	220 63.2
HI-FI/STEREO PACKAGE SYSTEMS ...						
COMPACT STEREO SYSTEM	249 25.4	130 26.2	151 25.7	110 24.7	96 22.3	86 24.7
OTHER PACKAGED SYSTEM	53 5.4	22 4.4	29 4.9	29 6.5	36 8.4	21 6.0
"ANY" OF ABOVE HI-FI/STEREO PACKAGED SYSTEMS	278 28.3	139 28.0	169 28.7	131 29.4	123 28.5	100 28.7
ANY HI-FI/STEREO (COMPONENTS OR PACKAGE SYSTEM)	807 82.3	411 82.9	509 86.6	348 78.0	353 81.9	252 72.4
VIDEOTAPE RECORDER/PLAYER	100 10.2	59 11.9	55 9.4	37 8.3	27 6.3	43 12.4
NONE OF THE LISTED PHOTOGRAPHIC OR AUDIO EQUIPMENT	11 1.1	6 1.2	5 0.9	6 1.3	5 1.2	9 2.6
NO ANSWER	29 3.0	19 3.8	9 1.5	18 4.0	8 1.9	17 4.9

Q. WHICH OF THE FOLLOWING ITEMS DO YOU OR OTHER HOUSEHOLD MEMBERS NOW OWN?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

PHOTOGRAPHIC AND AUDIO EQUIPMENT PLAN TO BUY IN NEXT 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
PHOTOGRAPHIC EQUIPMENT ...						
35 MM CAMERA	57 5.8	32 6.5	45 7.7	29 6.5	33 7.7	19 5.5
POLAROID-TYPE CAMERA	22 2.2	10 2.0	12 2.0	8 1.8	13 3.0	5 1.4
CARTRIDGE-TYPE STILL CAMERA (INSTAMATIC, "POCKET", ETC.)	22 2.2	14 2.8	11 1.9	10 2.2	8 1.9	5 1.4
OTHER STILL CAMERA	9 0.9	5 1.0	6 1.0	6 1.3	0 -	1 0.3
SLIDE PROJECTOR	27 2.8	24 4.8	25 4.3	5 1.1	6 1.4	4 1.1
MOVIE CAMERA	31 3.2	21 4.2	25 4.3	13 2.9	10 2.3	5 1.4
MOVIE PROJECTOR	31 3.2	21 4.2	23 3.9	9 2.0	14 3.2	4 1.1
"ANY" OF ABOVE PHOTOGRAPHIC EQUIPMENT	142 14.5	80 16.1	105 17.9	62 13.9	67 15.5	33 9.5
TAPE RECORDERS ...						
REEL TO REEL SYSTEM	6 0.6	6 1.2	14 2.4	3 0.7	6 1.4	3 0.9
CASSETTE TAPE RECORDER	51 5.2	27 5.4	31 5.3	27 6.1	23 5.3	11 3.2
CARTRIDGE TAPE UNIT - 8 TRACK	18 1.8	16 3.2	4 0.7	7 1.6	1 0.2	8 2.3
"ANY" OF ABOVE TAPE RECORDERS	66 6.7	40 8.1	44 7.5	32 7.2	29 6.7	17 4.9
SPECIAL AUDIO EQUIPMENT ON CARS ...						
AM-FM STEREO CAR RADIO	42 4.3	20 4.0	20 3.4	16 3.6	15 3.5	8 2.3
CAR TAPE DECK	45 4.6	20 4.0	28 4.8	23 5.2	14 3.2	9 2.6
"ANY" OF ABOVE SPECIAL AUDIO EQUIPMENT ON CARS	65 6.6	27 5.4	39 6.6	29 6.5	24 5.6	13 3.7

Q. WHICH OF THESE ITEMS DO YOU OR OTHER HOUSEHOLD MEMBERS PLAN TO BUY IN THE NEXT 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

PHOTOGRAPHIC AND AUDIO EQUIPMENT PLAN TO BUY IN NEXT 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
HI-FI/STEREO COMPONENTS ...						
RECEIVER (COMBINATION TUNER AND AMPLIFIER)	37 3.8	15 3.0	23 3.9	19 4.3	13 3.0	9 2.6
SEPARATE TUNER	21 2.1	9 1.8	14 2.4	11 2.5	5 1.2	4 1.1
SEPARATE AMPLIFIER	23 2.3	10 2.0	14 2.4	11 2.5	4 0.9	4 1.1
RECORD CHANGER/TURNTABLE	43 4.4	16 3.2	24 4.1	19 4.3	14 3.2	11 3.2
SPEAKERS	43 4.4	17 3.4	29 4.9	21 4.7	15 3.5	14 4.0
HEADPHONE	20 2.0	12 2.4	16 2.7	11 2.5	11 2.6	4 1.1
MICROPHONE	8 0.8	8 1.6	7 1.2	3 0.7	2 0.5	3 0.9
"ANY" OF ABOVE HI-FI/STEREO COMPONENTS	75 7.6	33 6.7	48 8.2	37 8.3	29 6.7	16 4.6
HI-FI/STEREO PACKAGE SYSTEMS ...						
COMPACT STEREO SYSTEM	15 1.5	13 2.6	5 0.9	9 2.0	3 0.7	5 1.4
OTHER PACKAGED SYSTEM	5 0.5	3 0.6	1 0.2	2 0.4	3 0.7	1 0.3
"ANY" OF ABOVE HI-FI/STEREO PACKAGED SYSTEMS	19 1.9	14 2.8	5 0.9	10 2.2	6 1.4	6 1.7
ANY HI-FI/STEREO (COMPONENTS OR PACKAGE SYSTEM)	88 9.0	43 8.7	51 8.7	40 9.0	34 7.9	20 5.7
VIDEOTAPE RECORDER/PLAYER	69 7.0	42 8.5	43 7.3	33 7.4	32 7.4	14 4.0
NONE OF THE LISTED PHOTOGRAPHIC OR AUDIO EQUIPMENT	24 2.4	10 2.0	10 1.7	15 3.4	11 2.6	11 3.2
NO ANSWER	657 67.0	327 65.9	395 67.2	289 64.8	282 65.4	269 77.3

Q. WHICH OF THESE ITEMS DO YOU OR OTHER HOUSEHOLD MEMBERS PLAN TO BUY IN THE NEXT 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

ITEMS NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
WRIST WATCH COSTING $150 OR MORE	608 62.0	311 62.7	339 57.7	271 60.8	225 52.2	274 78.7
PORTABLE TYPEWRITER	692 70.5	385 77.6	443 75.3	291 65.2	262 60.8	227 65.2
COLOR TV SET - CONSOLE	604 61.6	291 58.7	314 53.4	271 60.8	260 60.3	267 76.7
COLOR TV SET - PORTABLE	688 70.1	348 70.2	418 71.1	309 69.3	278 64.5	245 70.4
COLOR TV SET - CONSOLE OR PORTABLE	928 94.6	464 93.5	548 93.2	418 93.7	407 94.4	335 96.3
HAND-HELD ELECTRONIC CALCULATOR	877 89.4	437 88.1	525 89.3	401 89.9	372 86.3	306 87.9
MULTI-SPEED BICYCLE	640 65.2	324 65.3	437 74.3	290 65.0	261 60.6	199 57.2
DIGITAL WATCH	450 45.9	239 48.2	263 44.7	170 38.1	180 41.8	178 51.1
PIANO	485 49.4	277 55.8	264 44.9	219 49.1	154 35.7	176 50.6
HOME FREEZER	578 58.9	300 60.5	334 56.8	222 49.8	211 49.0	249 71.6
GARBAGE DISPOSAL UNIT	635 64.7	339 68.3	377 64.1	275 61.7	253 58.7	261 75.0
SAIL BOAT	92 9.4	43 8.7	77 13.1	46 10.3	19 4.4	36 10.3
POWER BOAT (NO SAIL)	176 17.9	93 18.8	114 19.4	65 14.6	52 12.1	88 25.3
SNOW PLOW OR BLOWER	174 17.7	96 19.4	121 20.6	71 15.9	69 16.0	80 23.0
RIDING MOWER OR TRACTOR	230 23.4	115 23.2	125 21.3	83 18.6	67 15.5	111 31.9
STATIONARY POWER TOOLS	362 36.9	194 39.1	209 35.5	158 35.4	136 31.6	137 39.4
CENTRAL AIR CONDITIONING	550 56.1	277 55.8	326 55.4	249 55.8	241 55.9	246 70.7
WINDOW AIR CONDITIONING UNIT(S)	230 23.4	122 24.6	153 26.0	118 26.5	104 24.1	71 20.4
AIR CONDITIONING - CENTRAL OR WINDOW UNITS	718 73.2	365 73.6	440 74.8	339 76.0	320 74.2	281 80.7
IN-GROUND SWIMMING POOL	147 15.0	81 16.3	73 12.4	52 11.7	44 10.2	67 19.3
NONE OF THE LISTED ITEMS OWNED	1 0.1	1 0.2	1 0.2	1 0.2	0 -	0 -
NO ANSWER	10 1.0	8 1.6	3 0.5	4 0.9	7 1.6	4 1.1

Q. PLEASE INDICATE WHICH OF THE FOLLOWING ITEMS YOU OR OTHER HOUSEHOLD MEMBERS NOW OWN

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

AUTOMOTIVE PROFILE OF

Corporate Presidents (140,000)

Dentists (103,000)

Physicians (283,000)

Lawyers (184,000)

CPA's (121,000)

COMPOSITE (830,000)

Summarized here are the numbers and types of cars and special utility vehicles owned by, leased or company-supplied to the 830,000 professionals who comprise the circulation of Market-Place Publications, including the "CPM" composite.

TOTAL NUMBER OF CARS OR SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981	496	588	446	431	348
	100.0	100.0	100.0	100.0	100.0	100.0
NOW OWN, LEASE OR OPERATE ...						
ONE	102	49	64	62	59	24
	10.4	9.9	10.9	13.9	13.7	6.9
TWO	475	227	293	222	261	139
	48.4	45.8	49.8	49.8	60.6	39.9
THREE	215	124	144	84	80	84
	21.9	25.0	24.5	18.8	18.6	24.1
FOUR	101	45	53	50	20	49
	10.3	9.1	9.0	11.2	4.6	14.1
FIVE OR MORE	82	47	30	22	8	48
	8.4	9.5	5.1	4.9	1.9	13.8
SUB-TOTAL (ONE OR MORE)	975	492	584	440	428	344
	99.4	99.2	99.3	98.7	99.3	98.9
NONE	0	0	2	4	1	1
	-	-	0.3	0.9	0.2	0.3
NO ANSWER	6	4	2	2	2	3
	0.6	0.8	0.3	0.4	0.5	0.9

Q. TOTAL CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED, OR COMPANY-SUPPLIED ...

NUMBER OF PASSENGER CARS AND SPECIAL UTILITY VEHICLES NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
NUMBER OF PASSENGER AUTOMOBILES NOW OWNED ...						
ONE	256 26.1	127 25.6	144 24.5	98 22.0	149 34.6	109 31.3
TWO	444 45.3	211 42.5	287 48.8	218 48.9	211 49.0	118 33.9
THREE	135 13.8	77 15.5	91 15.5	67 15.0	47 10.9	43 12.4
FOUR OR MORE	102 10.4	61 12.3	49 8.3	39 8.7	13 3.0	30 8.6
SUB-TOTAL (ONE OR MORE)	937 95.5	476 96.0	571 97.1	422 94.6	420 97.4	300 86.2
NONE	38 3.9	16 3.2	15 2.6	22 4.9	9 2.1	45 12.9
NO ANSWER	6 0.6	4 0.8	2 0.3	2 0.4	2 0.5	3 0.9
NUMBER OF SPECIAL UTILITY VEHICLES NOW OWNED ...						
ONE	180 18.3	96 19.4	136 23.1	56 12.6	61 14.2	65 18.7
TWO	41 4.2	23 4.6	16 2.7	12 2.7	10 2.3	11 3.2
THREE	4 0.4	1 0.2	2 0.3	3 0.7	0 -	1 0.3
FOUR OR MORE	2 0.2	2 0.4	0 -	0 -	0 -	0 -
SUB-TOTAL (ONE OR MORE)	227 23.1	122 24.6	154 26.2	71 15.9	71 16.5	77 22.1
NONE	748 76.2	370 74.6	432 73.5	373 83.6	358 83.1	268 77.0
NO ANSWER	6 0.6	4 0.8	2 0.3	2 0.4	2 0.5	3 0.9

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD:

NOW OWN A PASSENGER AUTOMOBILE? IF "YES", HOW MANY?
NOW OWN A SPECIAL UTILITY VEHICLE, OTHER THAN THE ABOVE, THAT IS PRIMARILY USED FOR NON-BUSINESS PURPOSES? IF "YES", HOW MANY?

TOTAL NUMBER OF PASSENGER CARS AND SPECIAL UTILITY VEHICLES NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981	496	588	446	431	348
	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL NUMBER OF CARS AND SPECIAL UTILITY VEHICLES NOW OWNED						
ONE	190	91	90	89	109	89
	19.4	18.3	15.3	20.0	25.3	25.6
TWO	438	205	287	208	238	116
	44.6	41.3	48.8	46.6	55.2	33.3
THREE	185	106	131	76	59	53
	18.9	21.4	22.3	17.0	13.7	15.2
FOUR OR MORE	142	82	72	57	20	46
	14.5	16.5	12.2	12.8	4.6	13.2
SUB-TOTAL (ONE OR MORE)	955	484	580	430	426	304
	97.3	97.6	98.6	96.4	98.8	87.4
NONE	20	8	6	14	3	41
	2.0	1.6	1.0	3.1	0.7	11.8
NO ANSWER	6	4	2	2	2	3
	0.6	0.8	0.3	0.4	0.5	0.9

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD:

NOW OWN A PASSENGER AUTOMOBILE? IF "YES", HOW MANY?
NOW OWN A SPECIAL UTILITY VEHICLE, OTHER THAN THE ABOVE, THAT IS PRIMARILY USED FOR NON-BUSINESS PURPOSES? IF "YES", HOW MANY?

NUMBER OF CARS AND SPECIAL UTILITY VEHICLES LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
NUMBER OF CARS AND SPECIAL UTILITY VEHICLES NOW LEASED ...						
ONE	57 5.8	37 7.5	18 3.1	36 8.1	13 3.0	18 5.2
TWO	7 0.7	6 1.2	2 0.3	4 0.9	2 0.5	4 1.1
THREE OR MORE	1 0.1	1 0.2	0 -	1 0.2	0 -	1 0.3
SUB-TOTAL (ONE OR MORE)	65 6.6	44 8.9	20 3.4	41 9.2	15 3.5	23 6.6
NONE	910 92.8	448 90.3	566 96.3	403 90.4	414 96.1	322 92.5
NO ANSWER	6 0.6	4 0.8	2 0.3	2 0.4	2 0.5	3 0.9
NUMBER OF COMPANY-SUPPLIED VEHICLES NOW OPERATED ...						
ONE	154 15.7	56 11.3	49 8.3	37 8.3	72 16.7	185 53.2
TWO	18 1.8	4 0.8	2 0.3	2 0.4	1 0.2	36 10.3
THREE OR MORE	5 0.5	0 -	0 -	0 -	1 0.2	11 3.2
SUB-TOTAL (ONE OR MORE)	177 18.0	60 12.1	51 8.7	39 8.7	74 17.2	232 66.7
NONE	798 81.3	432 87.1	535 91.0	405 90.8	355 82.4	113 32.5
NO ANSWER	6 0.6	4 0.8	2 0.3	2 0.4	2 0.5	3 0.9

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD:
NOW LEASE A CAR OR SPECIAL UTILITY VEHICLE? IF 'YES', HOW MANY?
NOW HAVE EXCLUSIVE USE OF A COMPANY-SUPPLIED CAR OR SPECIAL UTILITY VEHICLE?
IF 'YES', HOW MANY?

SUMMARY - NUMBER OF CARS AND SPECIAL UTILITY VEHICLES OWNED, LEASED OR COMPANY-SUPPLIED PER HOUSEHOLD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981	496	588	446	431	348
AVERAGE NUMBER ...						
OWNED	2.33	2.46	2.36	2.23	1.97	2.02
LEASED	.08	.10	.04	.11	.04	.09
COMPANY-SUPPLIED	.22	.13	.09	.09	.18	.86
TOTAL	2.63	2.69	2.49	2.43	2.19	2.97

SUMMARY - MAKES OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
U.S. MAKES	1718 72.6	820 68.0	973 69.9	737 71.9	697 76.8	728 81.2
AMERICAN MOTORS/JEEP	71 3.0	46 3.8	35 2.5	32 3.1	16 1.8	25 2.8
BUICK	155 6.5	85 7.0	92 6.6	75 7.3	68 7.5	77 8.6
CADILLAC	152 6.4	68 5.6	68 4.9	48 4.7	51 5.6	100 11.1
CHEVROLET	393 16.6	175 14.5	221 15.9	175 17.1	167 18.4	135 15.1
CHRYSLER	31 1.3	19 1.6	26 1.9	18 1.8	5 .6	12 1.3
DODGE	74 3.1	38 3.2	36 2.6	37 3.6	35 3.9	20 2.2
FORD	284 12.0	119 9.9	165 11.9	105 10.2	116 12.8	121 13.5
G M C	21 .9	7 .6	13 .9	7 .7	7 .8	5 .6
INTERNATIONAL/I H	14 .6	10 .8	6 .4	4 .4	3 .3	6 .7
LINCOLN, CONTINENTAL	53 2.2	25 2.1	25 1.8	29 2.8	10 1.1	51 5.7
MERCURY	67 2.8	33 2.7	38 2.7	40 3.9	18 2.0	23 2.6
OLDSMOBILE	202 8.5	107 8.9	114 8.2	82 8.0	101 11.1	94 10.5
PLYMOUTH	45 1.9	17 1.4	34 2.4	35 3.4	23 2.5	10 1.1
PONTIAC	141 6.0	63 5.2	91 6.5	47 4.6	69 7.6	33 3.7
ALL OTHER U.S. MAKES	15 .6	8 .7	9 .6	3 .3	8 .9	16 1.8
IMPORTED MAKES	649 27.4	386 32.0	419 30.1	288 28.1	211 23.2	169 18.8

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS
NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
AMERICAN MOTORS/AMC/JEEP	71 3.0	46 3.8	35 2.5	32 3.1	16 1.8	25 2.8
SPIRIT	0 -	0 -	0 -	0 -	1 .1	0 -
GREMLIN	3 .1	0 -	2 .1	3 .3	1 .1	0 -
CONCORD	3 .1	2 .2	0 -	1 .1	0 -	0 -
EAGLE	2 .1	2 .2	1 .1	2 .2	0 -	2 .2
AMX, HORNET (AMERICAN, ROGUE, ETC.)	4 .2	4 .3	4 .3	2 .2	3 .3	0 -
PACER	7 .3	2 .2	1 .1	3 .3	3 .3	1 .1
MATADOR (CLASSIC, REBEL, ETC.)	1 *	1 .1	3 .2	3 .3	0 -	0 -
AMBASSADOR	0 -	0 -	0 -	0 -	0 -	0 -
JEEP PICK-UP	3 .1	6 .5	0 -	0 -	0 -	0 -
JEEP SPORTS UTILITY (CJ7, CJ5, WAGONEER, ETC.)	44 1.9	27 2.2	22 1.6	15 1.5	7 .8	21 2.3
"AMC", "RAMBLER" (UNSPECIFIED)	4 .2	2 .2	2 .1	3 .3	1 .1	1 .1

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
BUICK	155 6.5	85 7.0	92 6.6	75 7.3	68 7.5	77 8.6
SKYLARK ('75 OR LATER), APOLLO	8 .3	6 .5	6 .4	9 .9	7 .8	3 .3
SKYHAWK	1 *	0 -	2 .1	0 -	0 -	0 -
CENTURY, REGAL (SKYLARK BEFORE '75, SPECIAL, SPORTWAGON, ETC.)	36 1.5	17 1.4	26 1.9	24 2.3	22 2.4	19 2.1
LE SABRE, ELECTRA (225, CENTURION, ESTATE WAGON, ETC.)	42 1.8	27 2.2	28 2.0	19 1.9	22 2.4	31 3.5
RIVIERA	16 .7	9 .7	8 .6	4 .4	5 .6	11 1.2
"BUICK" (UNSPECIFIED)	52 2.2	26 2.2	22 1.6	19 1.9	12 1.3	13 1.4
CADILLAC	152 6.4	68 5.6	68 4.9	48 4.7	51 5.6	100 11.1
SEVILLE	32 1.4	12 1.0	11 .8	11 1.1	9 1.0	18 2.0
COUPE DE VILLE, SEDAN DE VILLE, CALAIS, FLEETWOOD	60 2.5	30 2.5	35 2.5	20 2.0	27 3.0	34 3.8
ELDORADO	22 .9	10 .8	9 .6	10 1.0	5 .6	18 2.0
"CADILLAC" (UNSPECIFIED)	38 1.6	16 1.3	13 .9	7 .7	10 1.1	30 3.3

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS		
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068		
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
CHEVROLET	393 16.6	175 14.5	221 15.9	175 17.1	167 18.4	135 15.1
CHEVETTE	17 .7	6 .5	14 1.0	6 .6	11 1.2	7 .8
VEGA	15 .6	8 .7	1 .1	4 .4	4 .4	2 .2
CITATION	5 .2	6 .5	9 .6	3 .3	2 .2	1 .1
NOVA, CONCOURS (CHEVY II, ETC.)	16 .7	10 .8	15 1.1	11 1.1	9 1.0	4 .4
CAMARO	31 1.3	14 1.2	17 1.2	13 1.3	15 1.7	8 .9
MONZA	8 .3	3 .2	5 .4	6 .6	2 .2	6 .7
MALIBU, CHEVELLE	29 1.2	16 1.3	13 .9	12 1.2	18 2.0	4 .4
MONTE CARLO	26 1.1	10 .8	12 .9	8 .8	23 2.5	11 1.2
IMPALA, CAPRICE (BELAIR, BROOKWOOD, BISCAYNE, ETC.)	75 3.2	24 2.0	45 3.2	42 4.1	39 4.3	22 2.5
CORVETTE	24 1.0	13 1.1	13 .9	3 .3	8 .9	7 .8
VAN (SPORTVAN, ETC.)	10 .4	5 .4	7 .5	4 .4	5 .6	4 .4
PICK-UP (EL CAMINO, ETC.)	40 1.7	15 1.2	28 2.0	19 1.9	17 1.9	16 1.8
SPORTS UTILITY (BLAZER, ETC.)	29 1.2	19 1.6	16 1.1	6 .6	7 .8	13 1.4
"CHEVROLET" (UNSPECIFIED)	68 2.9	26 2.2	26 1.9	38 3.7	7 .8	30 3.3

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
CHRYSLER	31 1.3	19 1.6	26 1.9	18 1.8	5 .6	12 1.3
CORDOBA	6 .3	5 .4	3 .2	8 .8	2 .2	2 .2
LE BARON	3 .1	3 .2	1 .1	2 .2	1 .1	4 .4
NEWPORT, NEW YORKER	13 .5	5 .4	14 1.0	5 .5	1 .1	4 .4
IMPERIAL	1 *	3 .2	2 .1	0 -	1 .1	0 -
"CHRYSLER" (UNSPECIFIED)	8 .3	3 .2	6 .4	3 .3	0 -	2 .2

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
DODGE	74 3.1	38 3.2	36 2.6	37 3.6	35 3.9	20 2.2
OMNI	6 .3	3 .2	3 .2	6 .6	3 .3	1 .1
DART (SWINGER, DEMON, ETC.)	12 .5	4 .3	7 .5	6 .6	6 .7	1 .1
CHALLENGER (THROUGH '74)	0 -	0 -	1 .1	0 -	0 -	0 -
ASPEN	8 .3	4 .3	3 .2	4 .4	4 .4	3 .3
MONACO, CHARGER, CORONET, ETC. (INTERMEDIATE)	8 .3	4 .3	4 .3	5 .5	5 .6	1 .1
ST. REGIS	0 -	0 -	0 -	0 -	0 -	0 -
ROYAL MONACO, POLARA, ETC. (FULL SIZE)	4 .2	0 -	0 -	3 .3	2 .2	2 .2
DIPLOMAT	0 -	0 -	0 -	0 -	2 .2	0 -
MAGNUM	1 *	0 -	0 -	2 .2	0 -	0 -
MIRADA	0 -	0 -	0 -	0 -	0 -	0 -
VAN (SPORTSMAN, ETC.)	13 .5	7 .6	9 .6	6 .6	5 .6	6 .7
PICK-UP (W-100/200/300, ETC.)	5 .2	5 .4	6 .4	1 .1	3 .3	1 .1
SPORTS UTILITY (RAMCHARGER)	1 *	0 -	1 .1	0 -	0 -	1 .1
"DODGE" (UNSPECIFIED)	16 .7	11 .9	2 .1	4 .4	5 .6	4 .4

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
FORD	284 12.0	119 9.9	165 11.9	105 10.2	116 12.8	121 13.5
PINTO	20 .8	10 .8	15 1.1	9 .9	8 .9	11 1.2
FAIRMONT	5 .2	1 .1	3 .2	2 .2	5 .6	3 .3
MAVERICK (FALCON, ETC.)	9 .4	5 .4	6 .4	4 .4	2 .2	2 .2
GRANADA	12 .5	4 .3	6 .4	8 .8	12 1.3	6 .7
MUSTANG, MUSTANG II	41 1.7	21 1.7	33 2.4	14 1.4	14 1.5	12 1.3
LTD II, ELITE, TORINO, FAIRLANE	9 .4	3 .2	9 .6	8 .8	6 .7	4 .4
LTD, GALAXIE (COUNTRY SQUIRE, ETC.)	60 2.5	21 1.7	21 1.5	20 2.0	26 2.9	22 2.5
THUNDERBIRD	19 .8	8 .7	13 .9	9 .9	11 1.2	11 1.2
SHELBY MUSTANG	0 -	0 -	0 -	1 .1	0 -	0 -
VAN (CLUB WAGON, ETC.)	22 .9	7 .6	10 .7	5 .5	12 1.3	9 1.0
PICK-UP (RANCHERO, ETC.)	44 1.9	15 1.2	28 2.0	4 .4	12 1.3	22 2.5
SPORTS UTILITY (BRONCO)	7 .3	7 .6	7 .5	1 .1	0 -	3 .3
"FORD" (UNSPECIFIED)	36 1.5	17 1.4	14 1.0	20 2.0	8 .9	16 1.8

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
GMC	21 .9	7 .6	13 .9	7 .7	7 .8	5 .6
VAN (VANDURA, ETC.)	5 .2	1 .1	3 .2	2 .2	2 .2	0 -
PICK-UP (C-2500, ETC.)	12 .5	4 .3	8 .6	3 .3	3 .3	5 .6
SPORTS UTILITY (JIMMY)	4 .2	2 .2	2 .1	2 .2	2 .2	0 -
"GMC" (UNSPECIFIED)	0 -	0 -	0 -	0 -	0 -	0 -
INTERNATIONAL	14 .6	10 .8	6 .4	4 .4	3 .3	6 .7
VAN	0 -	0 -	1 .1	0 -	0 -	1 .1
PICK-UP (200, ETC.)	2 .1	1 .1	0 -	1 .1	0 -	0 -
SPORTS UTILITY (SCOUT)	12 .5	9 .7	5 .4	3 .3	3 .3	5 .6
"INTERNATIONAL" (UNSPECIFIED)	0 -	0 -	0 -	0 -	0 -	0 -
LINCOLN/CONTINENTAL	53 2.2	25 2.1	25 1.8	29 2.8	10 1.1	51 5.7
CONTINENTAL	48 2.0	25 2.1	24 1.7	25 2.4	8 .9	49 5.5
VERSAILLES	5 .2	0 -	1 .1	4 .4	2 .2	2 .2

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
MERCURY	67 2.8	33 2.7	38 2.7	40 3.9	18 2.0	23 2.6
CAPRI II (1979 OR LATER)	6 .3	4 .3	3 .2	2 .2	0 -	0 -
BOBCAT	1 *	1 .1	3 .2	1 .1	0 -	1 .1
ZEPHYR	5 .2	4 .3	1 .1	2 .2	0 -	1 .1
COMET	1 *	1 .1	1 .1	0 -	0 -	1 .1
MONARCH	7 .3	4 .3	5 .4	4 .4	5 .6	1 .1
MONTEGO (METEOR, ETC.)	3 .1	1 .1	2 .1	1 .1	2 .2	1 .1
COUGAR	16 .7	4 .3	10 .7	13 1.3	3 .3	4 .4
MONTEREY, MARQUIS (MONTCLAIR, COLONY PARK, ETC.)	18 .8	9 .7	6 .4	11 1.1	6 .7	5 .6
"MERCURY" (UNSPECIFIED)	10 .4	5 .4	7 .5	6 .6	2 .2	9 1.0

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
OLDSMOBILE	202 8.5	107 8.9	114 8.2	82 8.0	101 11.1	94 10.5
OMEGA	7 .3	2 .2	3 .2	1 .1	2 .2	6 .7
STARFIRE	4 .2	3 .2	1 .1	1 .1	2 .2	0 -
CUTLASS (SUPREME, 442, F-85, VISTA CRUISER, ETC.)	80 3.4	39 3.2	40 2.9	24 2.3	44 4.8	28 3.1
88, 98 (DELTA 88, CUSTOM CRUISER, ETC.)	55 2.3	33 2.7	35 2.5	21 2.0	44 4.8	26 2.9
TORONADO	8 .3	7 .6	2 .1	8 .8	0 -	8 .9
"OLDSMOBILE" (UNSPECIFIED)	48 2.0	23 1.9	33 2.4	27 2.6	9 1.0	26 2.9

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
PLYMOUTH	45 1.9	17 1.4	34 2.4	35 3.4	23 2.5	10 1.1
HORIZON	8 .3	1 .1	9 .6	5 .5	1 .1	3 .3
VALIANT (DUSTER, SCAMP, ETC.)	13 .5	5 .4	6 .4	9 .9	6 .7	1 .1
BARRACUDA	1 *	0 -	1 .1	2 .2	0 -	0 -
VOLARE	5 .2	3 .2	9 .6	7 .7	7 .8	4 .4
FURY ('75 - '78), SATELLITE, BELVEDERE (INTERMEDIATE)	5 .2	2 .2	0 -	4 .4	4 .4	0 -
GRAN FURY, FURY PRIOR TO '75 (FULL SIZE)	4 .2	2 .2	1 .1	3 .3	3 .3	0 -
VAN (VOYAGER, ETC.)	1 *	1 .1	1 .1	0 -	0 -	0 -
SPORTS UTILITY (TRAIL DUSTER)	0 -	0 -	0 -	0 -	0 -	0 -
"PLYMOUTH" (UNSPECIFIED)	8 .3	3 .2	7 .5	5 .5	2 .2	2 .2

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
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TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
PONTIAC	141 6.0	63 5.2	91 6.5	47 4.6	69 7.6	33 3.7
ASTRE	2 .1	1 .1	0 -	2 .2	3 .3	0 -
PHOENIX, VENTURA	10 .4	5 .4	4 .3	0 -	11 1.2	3 .3
FIREBIRD	23 1.0	9 .7	20 1.4	4 .4	5 .6	6 .7
SUNBIRD	3 .1	1 .1	4 .3	1 .1	0 -	2 .2
LEMANS, GRAND AM, TEMPEST	14 .6	1 .1	9 .6	9 .9	11 1.2	3 .3
GRAND PRIX	26 1.1	15 1.2	20 1.4	8 .8	12 1.3	3 .3
CATALINA, BONNEVILLE, GRANDVILLE	38 1.6	14 1.2	21 1.5	14 1.4	20 2.2	10 1.1
"PONTIAC" (UNSPECIFIED)	25 1.1	17 1.4	13 .9	9 .9	7 .8	6 .7
ALL OTHER U.S. MAKES	15 .6	8 .7	9 .6	3 .3	8 .9	16 1.8

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
IMPORTED MAKES ...						
ALFA ROMEO	4 .2	3 .2	4 .3	4 .4	0 -	2 .2
ARROW (PLYMOUTH ARROW)	2 .1	1 .1	0 -	1 .1	0 -	0 -
AUDI (PORSCHE AUDI)	24 1.0	14 1.2	15 1.1	15 1.5	7 .8	7 .8
AUSTIN	4 .2	2 .2	1 .1	1 .1	0 -	1 .1
B M W	21 .9	17 1.4	11 .8	14 1.4	1 .1	4 .4
CAPRI (MERCURY CAPRI THRU '78)	5 .2	2 .2	3 .2	4 .4	1 .1	0 -
CHAMP (PLYMOUTH CHAMP)	0 -	0 -	0 -	1 .1	0 -	0 -
COLT (DODGE COLT) - EXC. CHALLENGER	4 .2	0 -	1 .1	4 .4	4 .4	2 .2
COLT CHALLENGER (DODGE COLT CHALLENGER)	0 -	1 .1	0 -	0 -	0 -	0 -
COURIER (FORD COURIER) PICK-UP	0 -	0 -	0 -	0 -	0 -	1 .1
CRICKET (PLYMOUTH CRICKET)	0 -	0 -	0 -	0 -	1 .1	0 -
DATSUN	88 3.7	52 4.3	55 4.0	27 2.6	36 4.0	19 2.1
DODGE D-50 (IMPORT PICK-UP)	0 -	0 -	0 -	0 -	0 -	0 -
FIAT	21 .9	13 1.1	11 .8	7 .7	7 .8	6 .7
FIESTA (FORD FIESTA)	11 .5	5 .4	4 .3	3 .3	4 .4	4 .4
HONDA	58 2.5	28 2.3	38 2.7	25 2.4	16 1.8	14 1.6
JAGUAR	11 .5	5 .4	8 .6	4 .4	3 .3	4 .4
LUV (CHEVROLET LUV) PICK-UP	1 *	1 .1	2 .1	1 .1	0 -	0 -

MAKES AND MODELS OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MAKE	144	84	52	43	33	93
TOTAL FOR WHICH MAKE WAS SPECIFIED	2367 100.0	1206 100.0	1392 100.0	1025 100.0	908 100.0	897 100.0
IMPORTED MAKES ...						
MAZDA	16 .7	9 .7	17 1.2	1 .1	4 .4	5 .6
MERCEDES-BENZ	70 3.0	51 4.2	31 2.2	31 3.0	26 2.9	39 4.3
M G	6 .3	4 .3	15 1.1	2 .2	4 .4	1 .1
OPEL (BUICK OPEL)	8 .3	3 .2	7 .5	3 .3	2 .2	1 .1
PEUGEOT	9 .4	7 .6	1 .1	3 .3	1 .1	1 .1
PORSCHE (EXCEPT AUDI)	24 1.0	11 .9	15 1.1	11 1.1	8 .9	10 1.1
RENAULT	3 .1	2 .2	3 .2	0 -	0 -	0 -
SAAB	6 .3	5 .4	3 .2	4 .4	1 .1	1 .1
SAPPORO	0 -	1 .1	0 -	0 -	0 -	0 -
SUBARU	10 .4	7 .6	9 .6	9 .9	3 .3	1 .1
TOYOTA	86 3.6	44 3.6	61 4.4	42 4.1	34 3.7	13 1.4
TRIUMPH	13 .5	7 .6	8 .6	2 .2	3 .3	2 .2
VOLKSWAGEN	109 4.6	74 6.1	71 5.1	53 5.2	34 3.7	18 2.0
VOLVO	29 1.2	13 1.1	15 1.1	13 1.3	9 1.0	7 .8
ALL OTHER IMPORTED MAKES	6 .3	4 .3	10 .7	3 .3	2 .2	6 .7

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS
NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

MODEL YEAR OF VEHICLE(S) OPERATED BY HOUSEHOLD
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO MODEL YEAR	303	167	96	122	79	179
TOTAL FOR WHICH MODEL YEAR WAS SPECIFIED	2208 100.0	1123 100.0	1348 100.0	946 100.0	862 100.0	811 100.0
MODEL YEAR						
1980	203 9.2	101 9.0	104 7.7	78 8.2	58 6.7	120 14.8
1979	388 17.6	199 17.7	213 15.8	155 16.4	144 16.7	185 22.8
1978	343 15.5	156 13.9	197 14.6	153 16.2	143 16.6	143 17.6
1977	297 13.5	159 14.2	159 11.8	128 13.5	125 14.5	93 11.5
1976	198 9.0	109 9.7	135 10.0	95 10.0	87 10.1	67 8.3
1975	133 6.0	75 6.7	94 7.0	48 5.1	56 6.5	39 4.8
1974	125 5.7	73 6.5	72 5.3	55 5.8	52 6.0	28 3.5
1973	130 5.9	66 5.9	79 5.9	70 7.4	49 5.7	33 4.1
1972	82 3.7	43 3.8	66 4.9	42 4.4	49 5.7	25 3.1
1971	71 3.2	33 2.9	47 3.5	26 2.7	20 2.3	17 2.1
1970 OR EARLIER	238 10.8	109 9.7	182 13.5	96 10.1	79 9.2	61 7.5

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS
NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

WHETHER VEHICLES OPERATED BY HOUSEHOLD WERE ACQUIRED NEW OR USED
-- CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO HOW ACQUIRED	179	95	67	57	45	120
TOTAL FOR WHICH HOW ACQUIRED WAS SPECIFIED	2332 100.0	1195 100.0	1377 100.0	1011 100.0	896 100.0	870 100.0
NEW	1780 76.3	967 80.9	1014 73.6	741 73.3	647 72.2	713 82.0
USED	552 23.7	228 19.1	363 26.4	270 26.7	249 27.8	157 18.0

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS
NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

TABLE 70

WHETHER CARS AND SPECIAL UTILITY VEHICLES OPERATED BY HOUSEHOLD ARE OWNED, LEASED OR COMPANY-SUPPLIED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (TOTAL SUCH VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED)	2511	1290	1444	1068	941	990
NO ANSWER TO OWNERSHIP	0	0	0	0	0	0
TOTAL FOR WHICH OWNERSHIP WAS SPECIFIED	2511 100.0	1290 100.0	1444 100.0	1068 100.0	941 100.0	990 100.0
SELF OR OTHER HOUSEHOLD MEMBER PERSONALLY OWNS	2237 89.1	1178 91.3	1370 94.9	981 91.9	847 90.0	675 68.2
SELF OR OTHER HOUSEHOLD MEMBERS PERSONALLY LEASES	72 2.9	50 3.9	21 1.5	47 4.4	17 1.8	29 2.9
COMPANY-SUPPLIED	202 8.0	62 4.8	53 3.7	40 3.7	77 8.2	286 28.9

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS
NOTE...QUESTIONNAIRE PROVIDED SPACE FOR UP TO FIVE CARS PER HOUSEHOLD

SUMMARY - MAKES OF CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
U.S. MAKES	816 83.2	400 80.6	502 85.4	381 85.4	379 87.9	304 87.4
AMERICAN MOTORS/JEEP	65 6.6	41 8.3	34 5.8	29 6.5	16 3.7	24 6.9
BUICK	136 13.9	75 15.1	83 14.1	66 14.8	58 13.5	56 16.1
CADILLAC	120 13.0	62 12.5	60 10.2	42 9.4	43 10.0	82 23.6
CHEVROLET	295 30.1	139 28.0	179 30.4	136 30.5	133 30.9	100 28.7
CHRYSLER	28 2.9	18 3.6	23 3.9	16 3.6	5 1.2	9 2.6
DODGE	68 6.9	36 7.3	31 5.3	35 7.8	32 7.4	20 5.7
FORD	218 22.2	98 19.8	126 21.4	84 18.8	95 22.0	82 23.6
G M C	19 1.9	7 1.4	12 2.0	7 1.6	6 1.4	5 1.4
INTERNATIONAL/I H	14 1.4	9 1.8	6 1.0	4 0.9	3 0.7	6 1.7
LINCOLN, CONTINENTAL	49 5.0	23 4.6	22 3.7	24 5.4	10 2.3	46 13.2
MERCURY	60 6.1	28 5.6	34 5.8	37 8.3	18 4.2	20 5.7
OLDSMOBILE	178 18.1	95 19.2	102 17.3	73 16.4	85 19.7	77 22.1
PLYMOUTH	42 4.3	17 3.4	32 5.4	33 7.4	20 4.6	9 2.6
PONTIAC	121 12.3	56 11.3	78 13.3	41 9.2	59 13.7	27 7.8
ALL OTHER U.S. MAKES	12 1.2	6 1.2	9 1.5	3 0.7	7 1.6	11 3.2
IMPORTED MAKES	432 44.0	250 50.4	288 49.0	202 45.3	157 36.4	111 31.9
MAKE NOT SPECIFIED	63 6.4	34 6.9	27 4.6	18 4.0	15 3.5	40 11.5

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
AMERICAN MOTORS/AMC/JEEP	65 6.6	41 8.3	34 5.8	29 6.5	16 3.7	24 6.9
SPIRIT	0 -	0 -	0 -	0 -	1 0.2	0 -
GREMLIN	3 0.3	0 -	2 0.3	3 0.7	1 0.2	0 -
CONCORD	3 0.3	2 0.4	0 -	1 0.2	0 -	0 -
EAGLE	2 0.2	2 0.4	1 0.2	2 0.4	0 -	2 0.6
AMX, HORNET (AMERICAN, ROGUE, ETC.)	4 0.4	4 0.8	4 0.7	2 0.4	3 0.7	0 -
PACER	7 0.7	2 0.4	1 0.2	3 0.7	3 0.7	1 0.3
MATADOR (CLASSIC, REBEL, ETC.)	1 0.1	1 0.2	3 0.5	3 0.7	0 -	0 -
AMBASSADOR	0 -	0 -	0 -	0 -	0 -	0 -
JEEP PICK-UP	3 0.3	6 1.2	0 -	0 -	0 -	0 -
JEEP SPORTS UTILITY (CJ7, CJ5, WAGONEER, ETC.)	41 4.2	26 5.2	21 3.6	13 2.9	7 1.6	21 6.0
"AMC", "RAMBLER" (UNSPECIFIED)	3 0.3	1 0.2	2 0.3	3 0.7	1 0.2	1 0.3

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
BUICK	136 13.9	75 15.1	83 14.1	66 14.8	58 13.5	56 16.1
SKYLARK ('75 OR LATER), APOLLO	8 0.8	6 1.2	6 1.0	9 2.0	7 1.6	3 0.9
SKYHAWK	1 0.1	0 -	2 0.3	0 -	0 -	0 -
CENTURY, REGAL (SKYLARK BEFORE '75, SPECIAL, SPORTWAGON, ETC.)	35 3.6	17 3.4	26 4.4	23 5.2	21 4.9	17 4.9
LE SABRE, ELECTRA (225, CENTURION, ESTATE WAGON, ETC.)	39 4.0	25 5.0	25 4.3	18 4.0	20 4.6	24 6.9
RIVIERA	16 1.6	9 1.8	8 1.4	4 0.9	5 1.2	10 2.9
"BUICK" (UNSPECIFIED)	47 4.8	23 4.6	21 3.6	17 3.8	12 2.8	13 3.7
CADILLAC	128 13.0	62 12.5	60 10.2	42 9.4	43 10.0	82 23.6
SEVILLE	30 3.1	11 2.2	11 1.9	11 2.5	9 2.1	17 4.9
COUPE DE VILLE, SEDAN DE VILLE, CALAIS, FLEETWOOD	53 5.4	28 5.6	31 5.3	20 4.5	24 5.6	29 8.3
ELDORADO	22 2.2	10 2.0	8 1.4	9 2.0	4 0.9	17 4.9
"CADILLAC" (UNSPECIFIED)	32 3.3	16 3.2	12 2.0	7 1.6	8 1.9	23 6.6

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
CHEVROLET	295 30.1	139 28.0	179 30.4	136 30.5	133 30.9	100 28.7
CHEVETTE	17 1.7	6 1.2	14 2.4	6 1.3	10 2.3	6 1.7
VEGA	15 1.5	8 1.6	1 0.2	4 0.9	4 0.9	2 0.6
CITATION	5 0.5	6 1.2	9 1.5	3 0.7	2 0.5	1 0.3
NOVA, CONCOURS (CHEVY II, ETC.)	16 1.6	10 2.0	15 2.6	10 2.2	9 2.1	4 1.1
CAMARO	31 3.2	14 2.8	17 2.9	12 2.7	14 3.2	8 2.3
MONZA	8 0.8	3 0.6	5 0.9	6 1.3	3 0.8	6 1.7
MALIBU, CHEVELLE	27 2.8	15 3.0	11 1.9	11 2.5	18 4.2	4 1.1
MONTE CARLO	25 2.5	10 2.0	12 2.0	8 1.8	22 5.1	11 3.2
IMPALA, CAPRICE (BELAIR, BROOKWOOD, BISCAYNE, ETC.)	67 6.8	21 4.2	44 7.5	38 8.5	34 7.9	19 5.5
CORVETTE	24 2.4	13 2.6	13 2.2	3 0.7	8 1.9	7 2.0
VAN (SPORTVAN, ETC.)	9 0.9	4 0.8	7 1.2	4 0.9	5 1.2	3 0.9
PICK-UP (EL CAMINO, ETC.)	40 4.1	15 3.0	27 4.6	18 4.0	17 3.9	14 4.0
SPORTS UTILITY (BLAZER, ETC.)	28 2.9	18 3.6	16 2.7	6 1.3	7 1.6	12 3.4
"CHEVROLET" (UNSPECIFIED)	57 5.8	23 4.6	22 3.7	32 7.2	7 1.6	25 7.2

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
CHRYSLER	28 2.9	18 3.6	23 3.9	16 3.6	5 1.2	9 2.6
CORDOBA	5 0.5	5 1.0	3 0.5	7 1.6	2 0.5	2 0.6
LE BARON	3 0.3	3 0.6	1 0.2	2 0.4	1 0.2	4 1.1
NEWPORT, NEW YORKER	12 1.2	5 1.0	12 2.0	5 1.1	1 0.2	3 0.9
IMPERIAL	1 0.1	3 0.6	2 0.3	0 -	1 0.2	0 -
"CHRYSLER" (UNSPECIFIED)	8 0.8	3 0.6	6 1.0	3 0.7	0 -	1 0.3

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
DODGE	68 6.9	36 7.3	31 5.3	35 7.8	32 7.4	20 5.7
OMNI	6 0.6	3 0.6	3 0.5	6 1.3	3 0.7	1 0.3
DART (SWINGER, DEMON, ETC.)	12 1.2	4 0.8	7 1.2	6 1.3	6 1.4	1 0.3
CHALLENGER (THROUGH '74)	0 -	0 -	1 0.2	0 -	0 -	0 -
ASPEN	8 0.8	4 0.8	3 0.5	4 0.9	4 0.9	3 0.9
MONACO, CHARGER, CORONET, ETC. (INTERMEDIATE)	8 0.8	4 0.8	4 0.7	5 1.1	5 1.2	1 0.3
ST. REGIS	0 -	0 -	0 -	0 -	0 -	0 -
ROYAL MONACO, POLARA, ETC. (FULL SIZE)	4 0.4	0 -	0 -	3 0.7	2 0.5	2 0.6
DIPLOMAT	0 -	0 -	0 -	0 -	2 0.5	0 -
MAGNUM	1 0.1	0 -	0 -	2 0.4	0 -	0 -
MIRADA	0 -	0 -	0 -	0 -	0 -	0 -
VAN (SPORTSMAN, ETC.)	13 1.3	7 1.4	9 1.5	6 1.3	5 1.2	6 1.7
PICK-UP (W-100/200/300, ETC.)	5 0.5	5 1.0	6 1.0	1 0.2	3 0.7	1 0.3
SPORTS UTILITY (RAMCHARGER)	1 0.1	0 -	1 0.2	0 -	0 -	1 0.3
"DODGE" (UNSPECIFIED)	14 1.4	9 1.8	2 0.3	4 0.9	5 1.2	4 1.1

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
FORD	218 22.2	98 19.8	126 21.4	84 18.8	95 22.0	82 23.6
PINTO	19 1.9	10 2.0	14 2.4	8 1.8	7 1.6	8 2.3
FAIRMONT	5 0.5	1 0.2	3 0.5	2 0.4	5 1.2	3 0.9
MAVERICK (FALCON, ETC.)	9 0.9	5 1.0	6 1.0	4 0.9	2 0.5	2 0.6
GRANADA	12 1.2	4 0.8	6 1.0	8 1.8	12 2.8	6 1.7
MUSTANG, MUSTANG II	38 3.9	20 4.0	30 5.1	13 2.9	13 3.0	10 2.9
LTD II, ELITE, TORINO, FAIRLANE	9 0.9	3 0.6	9 1.5	7 1.6	6 1.4	3 0.9
LTD, GALAXIE (COUNTRY SQUIRE, ETC.)	56 5.7	20 4.0	19 3.2	20 4.5	26 6.0	20 5.7
THUNDERBIRD	19 1.9	8 1.6	13 2.2	9 2.0	11 2.6	11 3.2
SHELBY MUSTANG	0 -	0 -	0 -	1 0.2	0 -	0 -
VAN (CLUB WAGON, ETC.)	22 2.2	7 1.4	10 1.7	5 1.1	12 2.8	9 2.6
PICK-UP (RANCHERO, ETC.)	41 4.2	14 2.8	27 4.6	4 0.9	12 2.8	20 5.7
SPORTS UTILITY (BRONCO)	7 0.7	7 1.4	7 1.2	1 0.2	0 -	3 0.9
"FORD" (UNSPECIFIED)	33 3.4	15 3.0	14 2.4	17 3.8	7 1.6	13 3.7

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED
HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
GMC	19 1.9	7 1.4	12 2.0	7 1.6	6 1.4	5 1.4
VAN (VANDURA, ETC.)	5 0.5	1 0.2	3 0.5	2 0.4	2 0.5	0 -
PICK-UP (C-2500, ETC.)	11 1.1	4 0.8	7 1.2	3 0.7	3 0.7	5 1.4
SPORTS UTILITY (JIMMY)	4 0.4	2 0.4	2 0.3	2 0.4	2 0.5	0 -
"GMC" (UNSPECIFIED)	0 -	0 -	0 -	0 -	0 -	0 -
INTERNATIONAL	14 1.4	9 1.8	6 1.0	4 0.9	3 0.7	6 1.7
VAN	0 -	0 -	1 0.2	0 -	0 -	1 0.3
PICK-UP (200, ETC.)	2 0.2	1 0.2	0 -	1 0.2	0 -	0 -
SPORTS UTILITY (SCOUT)	12 1.2	8 1.6	5 0.9	3 0.7	3 0.7	5 1.4
"INTERNATIONAL" (UNSPECIFIED)	0 -	0 -	0 -	0 -	0 -	0 -
LINCOLN/CONTINENTAL	49 5.0	23 4.6	22 3.7	24 5.4	10 2.3	46 13.2
CONTINENTAL	46 4.7	23 4.6	21 3.6	21 4.7	8 1.9	45 12.9
VERSAILLES	5 0.5	0 -	1 0.2	4 0.9	2 0.5	2 0.6

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
MERCURY	60 6.1	28 5.6	34 5.8	37 8.3	18 4.2	20 5.7
CAPRI II (1979 OR LATER)	6 0.6	4 0.8	3 0.5	2 0.4	0 -	0 -
BOBCAT	1 0.1	1 0.2	3 0.5	1 0.2	0 -	1 0.3
ZEPHYR	5 0.5	4 0.8	1 0.2	2 0.4	0 -	1 0.3
COMET	1 0.1	1 0.2	1 0.2	0 -	0 -	1 0.3
MONARCH	7 0.7	4 0.8	5 0.9	4 0.9	5 1.2	1 0.3
MONTEGO (METEOR, ETC.)	3 0.3	1 0.2	2 0.3	1 0.2	2 0.5	1 0.3
COUGAR	16 1.6	4 0.8	10 1.7	12 2.7	3 0.7	3 0.9
MONTEREY, MARQUIS (MONTCLAIR, COLONY PARK, ETC.)	15 1.5	8 1.6	4 0.7	11 2.5	6 1.4	4 1.1
"MERCURY" (UNSPECIFIED)	10 1.0	4 0.8	7 1.2	6 1.3	2 0.5	9 2.6
OLDSMOBILE	178 18.1	95 19.2	102 17.3	73 16.4	85 19.7	77 22.1
OMEGA	6 0.6	2 0.4	3 0.5	1 0.2	2 0.5	5 1.4
STARFIRE	4 0.4	3 0.6	1 0.2	1 0.2	2 0.5	0 -
CUTLASS (SUPREME, 442, F-85, VISTA CRUISER, ETC.)	76 7.7	38 7.7	39 6.6	23 5.2	38 8.8	27 7.8
88, 98 (DELTA 88, CUSTOM CRUISER, ETC.)	50 5.1	31 6.3	33 5.6	20 4.5	41 9.5	22 6.3
TORONADO	8 0.8	7 1.4	2 0.3	7 1.6	0 -	8 2.3
"OLDSMOBILE" (UNSPECIFIED)	47 4.8	23 4.6	31 5.3	24 5.4	8 1.9	21 6.0

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
PLYMOUTH	42 4.3	17 3.4	32 5.4	33 7.4	20 4.6	9 2.6
HORIZON	8 0.8	1 0.2	9 1.5	5 1.1	1 0.2	3 0.9
VALIANT (DUSTER, SCAMP, ETC.)	12 1.2	5 1.0	6 1.0	9 2.0	5 1.2	1 0.3
BARRACUDA	1 0.1	0 -	1 0.2	2 0.4	0 -	0 -
VOLARE	5 0.5	3 0.6	9 1.5	7 1.6	7 1.6	4 1.1
FURY ('75 - '78), SATELLITE, BELVEDERE (INTERMEDIATE)	5 0.5	2 0.4	0 -	4 0.9	4 0.9	0 -
GRAN FURY, FURY PRIOR TO '75 (FULL SIZE)	4 0.4	2 0.4	1 0.2	3 0.7	3 0.7	0 -
VAN (VOYAGER, ETC.)	1 0.1	1 0.2	1 0.2	0 -	0 -	0 -
SPORTS UTILITY (TRAIL DUSTER)	0 -	0 -	0 -	0 -	0 -	0 -
"PLYMOUTH" (UNSPECIFIED)	8 0.8	3 0.6	7 1.2	5 1.1	2 0.5	2 0.6

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
PONTIAC	121 12.3	56 11.3	78 13.3	41 9.2	59 13.7	27 7.8
ASTRE	2 0.2	1 0.2	0 -	2 0.4	3 0.7	0 -
PHOENIX, VENTURA	10 1.0	5 1.0	4 0.7	0 -	11 2.6	2 0.6
FIREBIRD	21 2.1	8 1.6	18 3.1	4 0.9	5 1.2	6 1.7
SUNBIRD	3 0.3	1 0.2	4 0.7	1 0.2	0 -	2 0.6
LEMANS, GRAND AM, TEMPEST	14 1.4	1 0.2	9 1.5	9 2.0	11 2.6	3 0.9
GRAND PRIX	25 2.5	15 3.0	20 3.4	8 1.8	11 2.6	2 0.6
CATALINA, BONNEVILLE, GRANDVILLE	35 3.6	12 2.4	20 3.4	12 2.7	19 4.4	10 2.9
"PONTIAC" (UNSPECIFIED)	22 2.2	16 3.2	11 1.9	9 2.0	5 1.2	6 1.7
ALL OTHER U.S. MAKES	12 1.2	6 1.2	9 1.5	3 0.7	7 1.6	11 3.2

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
IMPORTED MAKES ...						
ALFA ROMEO	4 0.4	3 0.6	4 0.7	4 0.9	0 -	2 0.6
ARROW (PLYMOUTH ARROW)	2 0.2	1 0.2	0 -	1 0.2	0 -	0 -
AUDI (PORSCHE AUDI)	24 2.4	14 2.8	14 2.4	14 3.1	7 1.6	7 2.0
AUSTIN	4 0.4	2 0.4	1 0.2	1 0.2	0 -	1 0.3
B M W	20 2.0	16 3.2	11 1.9	13 2.9	1 0.2	4 1.1
CAPRI (MERCURY CAPRI THRU '78)	5 0.5	2 0.4	3 0.5	4 0.9	1 0.2	0 -
CHAMP (PLYMOUTH CHAMP)	0 -	0 -	0 -	1 0.2	0 -	0 -
COLT (DODGE COLT) - EXC. CHALLENGER	4 0.4	0 -	1 0.2	4 0.9	4 0.9	2 0.6
COLT CHALLENGER (DODGE COLT CHALLENGER)	0 -	1 0.2	0 -	0 -	0 -	0 -
COURIER (FORD COURIER) PICK-UP	0 -	0 -	0 -	0 -	0 -	1 0.3
CRICKET (PLYMOUTH CRICKET)	0 -	0 -	0 -	0 -	1 0.2	0 -
DATSUN	76 7.7	44 8.9	52 8.8	22 4.9	31 7.2	19 5.5
DODGE D-50 (IMPORT PICK-UP)	0 -	0 -	0 -	0 -	0 -	0 -
FIAT	21 2.1	13 2.6	11 1.9	7 1.6	7 1.6	6 1.7
FIESTA (FORD FIESTA)	11 1.1	5 1.0	4 0.7	3 0.7	4 0.9	4 1.1
HONDA	54 5.5	27 5.4	35 6.0	24 5.4	14 3.2	12 3.4
JAGUAR	11 1.1	5 1.0	8 1.4	4 0.9	3 0.7	4 1.1
LUV (CHEVROLET LUV) PICK-UP	1 0.1	1 0.2	2 0.3	1 0.2	0 -	0 -

MAKES AND MODELS - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
IMPORTED MAKES ...						
MAZDA	16 1.6	9 1.8	16 2.7	1 0.2	4 0.9	4 1.1
MERCEDES-BENZ	59 6.0	43 8.7	29 4.9	25 5.6	22 5.1	29 8.3
M G	5 0.5	3 0.6	14 2.4	2 0.4	4 0.9	1 0.3
OPEL (BUICK OPEL)	7 0.7	3 0.6	7 1.2	3 0.7	1 0.2	1 0.3
PEUGEOT	9 0.9	6 1.2	1 0.2	3 0.7	1 0.2	1 0.3
PORSCHE (EXCEPT AUDI)	22 2.2	10 2.0	15 2.6	11 2.5	8 1.9	8 2.3
RENAULT	3 0.3	2 0.4	3 0.5	0 -	0 -	0 -
SAAB	6 0.6	5 1.0	3 0.5	4 0.9	1 0.2	1 0.3
SAPPORO	0 -	1 0.2	0 -	0 -	0 -	0 -
SUBARU	10 1.0	7 1.4	9 1.5	8 1.8	3 0.7	1 0.3
TOYOTA	71 7.2	37 7.5	51 8.7	36 8.1	29 6.7	10 2.9
TRIUMPH	13 1.3	7 1.4	8 1.4	2 0.4	3 0.7	2 0.6
VOLKSWAGEN	93 9.5	64 12.9	66 11.2	45 10.1	31 7.2	18 5.2
VOLVO	29 3.0	13 2.6	15 2.6	13 2.9	9 2.1	7 2.0
ALL OTHER IMPORTED MAKES	6 0.6	4 0.8	10 1.7	3 0.7	2 0.5	6 1.7
MAKE NOT SPECIFIED	63 6.4	34 6.9	27 4.6	18 4.0	15 3.5	40 11.5

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

MODEL YEAR - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
MODEL YEAR						
1980	178 18.1	93 18.8	94 16.0	67 15.0	55 12.8	95 27.3
1979	336 34.3	170 34.3	184 31.3	138 30.9	130 30.2	144 41.4
1978	304 31.0	140 28.2	175 29.8	135 30.3	132 30.6	119 34.2
1977	269 27.4	145 29.2	147 25.0	115 25.8	116 26.9	79 22.7
1976	181 18.5	99 20.0	123 20.9	90 20.2	83 19.3	62 17.8
1975	120 12.2	65 13.1	87 14.8	46 10.3	52 12.1	38 10.9
1974	115 11.7	65 13.1	71 12.1	53 11.9	49 11.4	27 7.8
1973	120 12.2	60 12.1	75 12.8	65 14.6	47 10.9	30 8.6
1972	79 8.1	39 7.9	63 10.7	39 8.7	49 11.4	23 6.6
1971	67 6.8	32 6.5	45 7.7	25 5.6	20 4.6	15 4.3
1970 OR EARLIER	189 19.3	85 17.1	145 24.7	75 16.8	71 16.5	48 13.8
MODEL YEAR NOT SPECIFIED	132 13.5	71 14.3	46 7.8	48 10.8	40 9.3	80 23.0

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

HOW ACQUIRED - CARS AND SPECIAL UTILITY VEHICLES NOW OWNED, LEASED OR COMPANY-SUPPLIED

HOUSEHOLDS WITH ONE OR MORE ...

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
NEW	851 86.7	446 89.9	524 89.1	379 85.0	370 85.8	303 87.1
USED	363 37.0	156 31.5	255 43.4	182 40.8	170 39.4	106 30.5
HOW ACQUIRED NOT SPECIFIED	92 9.4	43 8.7	40 6.8	26 5.8	32 7.4	64 18.4

Q. PLEASE FILL IN THE FOLLOWING INFORMATION FOR EACH CAR AND SPECIAL UTILITY VEHICLE NOW OWNED, LEASED OR COMPANY-SUPPLIED TO YOURSELF OR OTHER HOUSEHOLD MEMBERS

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

TYPES OF LIVE-IN OR CAMPING VEHICLES NOW OWNED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
MOTOR HOME (SELF-POWERED)	35 3.6	11 2.2	11 1.9	9 2.0	7 1.6	25 7.2
CAMPER VAN	27 2.8	12 2.4	17 2.9	8 1.8	10 2.3	11 3.2
TENT/CAMPING/TRAVEL TRAILER	47 4.8	23 4.6	45 7.7	21 4.7	22 5.1	11 3.2
PICK-UP WITH COVER OR SHELL	40 4.1	20 4.0	45 7.7	4 0.9	14 3.2	10 2.9
ONE OR MORE OF THE ABOVE	131 13.4	63 12.7	106 18.0	39 8.7	49 11.4	51 14.7
NONE OF THESE	734 74.8	362 73.0	420 71.4	361 80.9	354 82.1	252 72.4
NO ANSWER	116 11.8	71 14.3	62 10.5	46 10.3	28 6.5	45 12.9

Q. PLEASE INDICATE WHICH OF THE FOLLOWING TYPES OF LIVE-IN OR CAMPING VEHICLES ARE OWNED BY YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD.

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

WHETHER CAR WAS RENTED IN PAST 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
I RENTED A CAR	531 54.1	243 49.0	261 44.4	281 63.0	242 56.1	268 77.0
OTHER(S) IN HOUSEHOLD RENTED A CAR	107 10.9	59 11.9	33 5.6	49 11.0	31 7.2	53 15.2
SOMEONE IN HOUSEHOLD RENTED A CAR (NET)	562 57.3	268 54.0	271 46.1	285 63.9	251 58.2	274 78.7
NO ONE RENTED A CAR	384 39.1	208 41.9	296 50.3	150 33.6	173 40.1	63 18.1
NO ANSWER	35 3.6	20 4.0	21 3.6	11 2.5	7 1.6	11 3.2

Q. DURING THE PAST 12 MONTHS, HAVE YOU OR ANY OTHER MEMBERS OF YOUR HOUSEHOLD RENTED A CAR, EITHER FOR BUSINESS OR PERSONAL REASONS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

PURPOSE OF CAR RENTAL

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	54.1	49.0	44.4	63.0	56.1	77.0
BASE (RESPONDENTS WHO PERSONALLY RENTED A CAR IN PAST 12 MONTHS)	531	243	261	281	242	268
NO ANSWER TO PURPOSE	4	1	0	0	2	4
NUMBER ANSWERING	527 100.0	242 100.0	261 100.0	281 100.0	240 100.0	264 100.0
I PERSONALLY RENTED A CAR ONE OR MORE TIMES ...						
FOR PURELY BUSINESS REASONS	323 61.3	122 50.4	94 36.0	182 64.8	185 77.1	220 83.3
FOR PURELY PERSONAL REASONS	252 47.8	110 45.5	154 59.0	145 51.6	113 47.1	126 47.7
FOR OCCASIONS THAT COMBINED BUSINESS AND PERSONAL REASONS	186 35.3	90 37.2	89 34.1	72 25.6	52 21.7	95 36.0
FOR OCCASIONS THAT INVOLVED BUSINESS (ANY)	416 78.9	179 74.0	160 61.3	212 75.4	198 82.5	243 92.0
FOR OCCASIONS THAT INVOLVED PERSONAL REASONS (ANY)	373 70.8	176 72.7	214 82.0	194 69.0	139 57.9	167 63.3

Q. IF YOU PERSONALLY RENTED A CAR IN THE PAST 12 MONTHS, HOW MANY DIFFERENT TIMES DID YOU RENT A CAR FOR EACH OF THE FOLLOWING REASONS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

FREQUENCY OF CAR RENTAL

A. FOR PURELY BUSINESS REASONS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	33.2	24.7	16.0	40.8	43.3	64.1
BASE (RESPONDENTS WHO RENTED A CAR IN PAST 12 MONTHS FOR THIS PURPOSE)	323	122	94	182	185	220
NO ANSWER TO NUMBER OF TIMES	10	8	1	2	1	7
NUMBER ANSWERING	313 100.0	114 100.0	93 100.0	180 100.0	184 100.0	213 100.0
NUMBER OF TIMES RENTED A CAR IN PAST 12 MONTHS FOR THIS PURPOSE ...						
1 - 2	162 51.8	92 80.7	76 81.7	90 50.0	77 41.8	75 35.2
3 - 4	63 20.1	18 15.8	13 14.0	46 25.6	46 25.0	45 21.1
5 - 9	48 15.3	4 3.5	3 3.2	25 13.9	39 21.2	47 22.1
10 - 14	21 6.7	0 -	0 -	10 5.6	9 4.9	26 12.2
15 - 19	6 1.9	0 -	1 1.1	1 0.6	4 2.2	3 1.4
20 OR MORE	13 4.2	0 -	0 -	8 4.4	9 4.9	17 8.0
AVERAGE NUMBER OF TIMES RENTED, IF RENTED FOR THIS PURPOSE	4.6	1.8	2.0	4.6	4.7	6.6

Q. IF YOU PERSONALLY RENTED A CAR IN THE PAST 12 MONTHS, HOW MANY DIFFERENT TIMES DID YOU RENT A CAR FOR EACH OF THE FOLLOWING REASONS?

FREQUENCY OF CAR RENTAL

B. FOR PURELY PERSONAL REASONS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	25.9	22.3	26.2	32.5	26.4	36.7
BASE (RESPONDENTS WHO RENTED A CAR IN PAST 12 MONTHS FOR THIS PURPOSE)	252	110	154	145	113	126
NO ANSWER TO NUMBER OF TIMES	5	5	1	4	1	0
NUMBER ANSWERING	247 100.0	105 100.0	153 100.0	141 100.0	112 100.0	126 100.0
NUMBER OF TIMES RENTED A CAR IN PAST 12 MONTHS FOR THIS PURPOSE ...						
1 - 2	204 82.6	96 91.4	134 87.6	113 80.1	93 83.0	98 77.8
3 - 4	36 14.6	8 7.6	15 9.8	25 17.7	14 12.5	15 11.9
5 - 9	7 2.8	1 1.0	4 2.6	3 2.1	4 3.6	11 8.7
10 - 14	0 -	0 -	0 -	0 -	1 0.9	1 0.8
15 - 19	0 -	0 -	0 -	0 -	0 -	1 0.8
20 OR MORE	0 -	0 -	0 -	0 -	0 -	0 -
AVERAGE NUMBER OF TIMES RENTED, IF RENTED FOR THIS PURPOSE	1.7	1.4	1.6	1.8	1.8	2.2

Q. IF YOU PERSONALLY RENTED A CAR IN THE PAST 12 MONTHS, HOW MANY DIFFERENT TIMES DID YOU RENT A CAR FOR EACH OF THE FOLLOWING REASONS?

FREQUENCY OF CAR RENTAL

C. FOR OCCASIONS THAT COMBINED BUSINESS AND PERSONAL REASONS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	19.1	18.2	15.1	16.1	12.2	27.7
BASE (RESPONDENTS WHO RENTED A CAR IN PAST 12 MONTHS FOR THIS PURPOSE)	186	90	89	72	52	95
NO ANSWER TO NUMBER OF TIMES	2	1	0	1	1	1
NUMBER ANSWERING	184 100.0	89 100.0	89 100.0	71 100.0	51 100.0	94 100.0
NUMBER OF TIMES RENTED A CAR IN PAST 12 MONTHS FOR THIS PURPOSE ...						
1 - 2	140 76.1	68 76.4	71 79.8	55 77.5	41 80.4	60 63.8
3 - 4	33 17.9	16 18.0	12 13.5	8 11.3	6 11.8	19 20.2
5 - 9	9 4.9	5 5.6	5 5.6	5 7.0	3 5.9	14 14.9
10 - 14	2 1.1	0 -	1 1.1	2 2.8	1 2.0	1 1.1
15 - 19	0 -	0 -	0 -	0 -	0 -	0 -
20 OR MORE	0 -	0 -	0 -	1 1.4	0 -	0 -
AVERAGE NUMBER OF TIMES RENTED, IF RENTED FOR THIS PURPOSE	2.0	1.9	2.0	2.4	2.0	2.6

Q. IF YOU PERSONALLY RENTED A CAR IN THE PAST 12 MONTHS, HOW MANY DIFFERENT TIMES DID YOU RENT A CAR FOR EACH OF THE FOLLOWING REASONS?

FREQUENCY OF CAR RENTAL

TOTAL

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	54.1	49.0	44.4	63.0	56.1	77.0
BASE (RESPONDENTS WHO PERSONALLY RENTED A CAR IN PAST 12 MONTHS)	531	243	261	281	242	268
NO ANSWER TO NUMBER OF TIMES	18	14	2	5	3	12
NUMBER ANSWERING	513 100.0	229 100.0	259 100.0	276 100.0	239 100.0	256 100.0
NUMBER OF TIMES RENTED A CAR IN PAST 12 MONTHS - TOTAL ...						
1- 2	261 50.9	161 70.3	182 70.3	135 48.9	105 43.9	81 31.6
3 - 4	121 23.6	43 18.8	52 20.1	73 26.4	56 23.4	51 19.9
5 - 9	80 15.6	24 10.5	22 8.5	38 13.8	48 20.1	59 23.0
10 - 14	25 4.9	1 0.4	2 0.8	16 5.8	16 6.7	31 12.1
15 - 19	11 2.1	0 -	0 -	4 1.4	4 1.7	14 5.5
20 OR MORE	15 2.9	0 -	1 0.4	10 3.6	10 4.2	20 7.8
AVERAGE NUMBER OF TIMES RENTED, IF RENTED	4.3	2.2	2.3	4.5	4.9	7.5

Q. IF YOU PERSONALLY RENTED A CAR IN THE PAST 12 MONTHS, HOW MANY DIFFERENT TIMES DID YOU RENT A CAR?

TRAVEL PROFILE OF

Corporate Presidents (140,000)

Dentists (103,000)

Physicians (283,000)

Lawyers (183,000)

CPA's (121,000)

COMPOSITE (830,000)

Summarized here the business and pleasure trips taken 00 or planned -- by the 830,000 professionals who comprise the circulation of MarketPlace Publications, including the "CPM" composite.

WHETHER TRIPS WERE TAKEN WITHIN THE 48 CONTIGUOUS U.S. STATES

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
SELF ...						
YES, TOOK TRIPS WITHIN THE 48 U.S. STATES IN PAST 12 MONTHS	888 90.5	448 90.3	510 86.7	414 92.8	392 91.0	323 92.8
NO	69 7.0	33 6.7	58 9.9	24 5.4	34 7.9	12 3.4
NO ANSWER	24 2.4	15 3.0	20 3.4	8 1.8	5 1.2	13 3.7
HOUSEHOLD MEMBERS (SELF OR OTHERS) ...						
YES, TOOK TRIPS WITHIN THE 48 U.S. STATES IN PAST 12 MONTHS	913 93.1	459 92.5	528 89.8	428 96.0	394 91.4	332 95.4
NO	59 6.0	29 5.8	51 8.7	16 3.6	33 7.7	11 3.2
NO ANSWER	9 0.9	8 1.6	9 1.5	2 0.4	4 0.9	5 1.4

Q. DURING THE PAST 12 MONTHS, DID YOU OR OTHER HOUSEHOLD MEMBERS TAKE ANY TRIPS IN THE 48 CONTIGUOUS U.S. STATES (EXCLUDING ALASKA AND HAWAII) FOR BUSINESS, PLEASURE OR ANY OTHER REASON? (PLEASE INCLUDE ONLY TRIPS OF 100 MILES OR MORE ONE WAY. DO NOT INCLUDE COMMUTING OR MILITARY TRAVEL.)

PURPOSE OF TRIPS WITHIN THE 48 CONTIGUOUS U.S. STATES

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	90.5	90.3	86.7	92.8	91.0	92.8
BASE (RESPONDENTS WHO TOOK TRIPS WITHIN THE 48 U.S. STATES IN PAST 12 MONTHS)	888	448	510	414	392	323
NO ANSWER TO PURPOSE	7	5	5	4	3	4
NUMBER ANSWERING	881 100.0	443 100.0	505 100.0	410 100.0	389 100.0	319 100.0
PURPOSE OF TRIP(S) BY SELF ...						
TRIP(S) FOR PURELY BUSINESS PURPOSES	528 59.9	249 56.2	228 45.1	254 62.0	255 65.6	241 75.5
TRIP(S) PURELY FOR PLEASURE OR PERSONAL REASONS	622 70.6	275 62.1	405 80.2	319 77.8	296 76.1	234 73.4
TRIP(S) THAT COMBINED BUSINESS AND PERSONAL REASONS IN THE SAME TRIP	493 56.0	269 60.7	280 55.4	212 51.7	162 41.6	213 66.8
TRIP(S) THAT INVOLVED BUSINESS REASONS (ANY)	714 81.0	373 84.2	359 71.1	318 77.6	299 76.9	287 90.0
TRIP(S) THAT INVOLVED PLEASURE OR PERSONAL REASONS (ANY)	807 91.6	398 89.8	490 97.0	385 93.9	345 88.7	295 92.5

PURPOSE OF TRIPS WITHIN THE 48 CONTIGUOUS U.S. STATES

HOUSEHOLD MEMBERS (SELF OR OTHERS)

PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	93.1	92.5	89.8	96.0	91.4	95.4
BASE (HOUSEHOLDS THAT TOOK TRIPS WITHIN THE 48 U.S. STATES IN PAST 12 MONTHS)	913	459	528	428	394	332
NO ANSWER TO PURPOSE	5	3	3	5	3	5
NUMBER ANSWERING	908 100.0	456 100.0	525 100.0	423 100.0	391 100.0	327 100.0
PURPOSE OF TRIP(S) BY HOUSEHOLD MEMBERS (SELF OR OTHERS) ...						
TRIP(S) FOR PURELY BUSINESS PURPOSES	545 60.0	257 56.4	238 45.3	259 61.2	265 67.8	247 75.5
TRIP(S) PURELY FOR PLEASURE OR PERSONAL REASONS	700 77.1	325 71.3	438 83.4	365 86.3	321 82.1	256 78.3
TRIP(S) THAT COMBINED BUSINESS AND PERSONAL REASONS IN THE SAME TRIP	508 55.9	278 61.0	292 55.6	219 51.8	167 42.7	218 66.7
TRIP(S) THAT INVOLVED BUSINESS REASONS (ANY)	731 80.5	381 83.6	372 70.9	324 76.6	308 78.8	294 89.9
TRIP(S) THAT INVOLVED PLEASURE OR PERSONAL REASONS (ANY)	855 94.2	427 93.6	512 97.5	407 96.2	356 91.0	309 94.5

Q. WHAT WAS THE PURPOSE OF THESE TRIPS WITHIN THE 48 U.S. STATES IN THE PAST 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

MEANS OF TRANSPORTATION USED ON U.S. TRIPS IN PAST 12 MONTHS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	90.5	90.3	86.7	92.8	91.0	92.8
BASE (RESPONDENTS WHO TOOK TRIPS WITHIN THE 48 U.S. STATES IN PAST 12 MONTHS)	888	448	510	414	392	323
NO ANSWER TO MEANS OF TRANSPORTATION	8	7	2	2	2	3
NUMBER ANSWERING	880	441	508	412	390	320
	100.0	100.0	100.0	100.0	100.0	100.0
COMMERCIAL AIRLINE	731	378	368	348	307	300
	83.1	85.7	72.4	84.5	78.7	93.8
TRAIN	50	26	21	41	21	20
	5.7	5.9	4.1	10.0	5.4	6.3
SHIP	19	11	10	5	7	13
	2.2	2.5	2.0	1.2	1.8	4.1
BUS	39	18	21	11	13	12
	4.4	4.1	4.1	2.7	3.3	3.8
OWN CAR	641	302	404	318	288	229
	72.8	68.5	79.5	77.2	73.8	71.6
RENTED CAR	280	126	125	138	121	142
	31.8	28.6	24.6	33.5	31.0	44.4

Q. WHAT MEANS OF TRANSPORTATION WERE USED BY YOURSELF OR OTHER HOUSEHOLD MEMBERS ON THESE U.S. TRIPS IN THE PAST 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

MEANS OF TRANSPORTATION USED ON U.S. TRIPS IN PAST 12 MONTHS

HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	93.1	92.5	89.8	96.0	91.4	95.4
BASE (HOUSEHOLDS THAT TOOK TRIPS WITHIN THE 48 U.S. STATES IN PAST 12 MONTHS)	913	459	528	428	394	332
NO ANSWER TO MEANS OF TRANSPORTATION	4	5	0	2	2	2
NUMBER ANSWERING	909	454	528	426	392	330
	100.0	100.0	100.0	100.0	100.0	100.0
COMMERCIAL AIRLINE	774	398	407	372	318	312
	85.1	87.7	77.1	87.3	81.1	94.5
TRAIN	61	31	30	46	27	26
	6.7	6.8	5.7	10.8	6.9	7.9
SHIP	22	13	10	5	8	13
	2.4	2.9	1.9	1.2	2.0	3.9
BUS	58	28	27	20	23	23
	6.4	6.2	5.1	4.7	5.9	7.0
OWN CAR	665	315	414	330	292	238
	73.2	69.4	78.4	77.5	74.5	72.1
RENTED CAR	296	136	131	142	122	146
	32.6	30.0	24.8	33.3	31.1	44.2

Q. WHAT MEANS OF TRANSPORTATION WERE USED BY YOURSELF OR OTHER HOUSEHOLD MEMBERS ON THESE U.S. TRIPS IN THE PAST 12 MONTHS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

WHETHER TRIPS WERE TAKEN OUTSIDE THE 48 CONTIGUOUS U.S. STATES

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	343 100.0
SELF ...						
YES, TOOK TRIPS OUTSIDE THE U.S. OR TO ALASKA OR HAWAII IN PAST 3 YEARS	521 53.1	281 56.7	297 50.5	227 50.9	195 45.2	241 69.3
NO	396 40.4	179 36.1	246 41.8	201 45.1	218 50.6	90 25.9
NO ANSWER	64 6.5	36 7.3	45 7.7	18 4.0	18 4.2	17 4.9
HOUSEHOLD MEMBERS (SELF OR OTHERS) ...						
YES, TOOK TRIPS OUTSIDE THE U.S. OR TO ALASKA OR HAWAII IN PAST 3 YEARS	567 57.8	302 60.9	318 54.1	244 54.7	208 48.3	252 72.4
NO	378 38.5	173 34.9	238 40.5	191 42.8	214 49.7	85 24.4
NO ANSWER	36 3.7	21 4.2	32 5.4	11 2.5	9 2.1	11 3.2

Q. DURING THE PAST 3 YEARS, DID YOU OR OTHER HOUSEHOLD MEMBERS TAKE ANY TRIPS OR CRUISES OUTSIDE THE U.S. OR TO ALASKA OR HAWAII? (PLEASE DO NOT INCLUDE MILITARY TRAVEL.)

MEANS OF TRANSPORTATION USED ON TRIPS OUTSIDE THE 48 STATES IN PAST 3 YEARS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	53.1	56.7	50.5	50.9	45.2	69.3
BASE (RESPONDENTS WHO TOOK TRIPS OUTSIDE THE 48 U.S. STATES IN PAST 3 YEARS)	521	281	297	227	195	241
NO ANSWER TO MEANS OF TRANSPORTATION	15	8	6	4	2	2
NUMBER ANSWERING	506 100.0	273 100.0	291 100.0	223 100.0	193 100.0	239 100.0
COMMERCIAL AIRLINE	466 92.1	251 91.9	267 91.8	208 93.3	172 89.1	230 96.2
TRAIN	43 8.5	24 8.8	17 5.8	24 10.8	11 5.7	29 12.1
SHIP	84 16.6	42 15.4	40 13.7	30 13.5	40 20.7	55 23.0
BUS	40 7.9	26 9.5	24 8.2	16 7.2	13 6.7	18 7.5
OWN CAR	80 15.8	34 12.5	50 17.2	37 16.6	25 13.0	34 14.2
RENTED CAR	138 27.3	62 22.7	77 26.5	63 28.3	43 22.3	66 27.6

Q. WHAT MEANS OF TRANSPORTATION WERE USED BY YOURSELF OR OTHER HOUSEHOLD MEMBERS ON THESE TRIPS OUTSIDE THE 48 STATES IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

MEANS OF TRANSPORTATION USED ON TRIPS OUTSIDE THE 48 STATES IN PAST 3 YEARS

HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	57.8	60.9	54.1	54.7	48.3	72.4
BASE (HOUSEHOLDS THAT TOOK TRIPS OUTSIDE THE 48 U.S. STATES IN PAST 3 YEARS)	567	302	318	244	208	252
NO ANSWER TO MEANS OF TRANSPORTATION	9	5	5	3	1	1
NUMBER ANSWERING	558 100.0	297 100.0	313 100.0	241 100.0	207 100.0	251 100.0
COMMERCIAL AIRLINE	516 92.5	277 93.3	290 92.7	224 92.9	186 89.9	241 96.0
TRAIN	58 10.4	33 11.1	23 7.3	25 10.4	15 7.2	33 13.1
SHIP	104 18.6	50 16.8	47 15.0	36 14.9	46 22.2	59 23.5
BUS	50 9.0	30 10.1	31 9.9	17 7.1	16 7.7	20 8.0
OWN CAR	85 15.2	36 12.1	51 16.3	43 17.8	28 13.5	34 13.5
RENTED CAR	147 26.3	66 22.2	87 27.8	66 27.4	43 20.8	67 26.7

Q. WHAT MEANS OF TRANSPORTATION WERE USED BY YOURSELF OR OTHER HOUSEHOLD MEMBERS ON THESE TRIPS OUTSIDE THE 48 STATES IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

PLACES OUTSIDE THE 48 U.S. STATES VISITED IN PAST 3 YEARS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	53.1	56.7	50.5	50.9	45.2	69.3
BASE (RESPONDENTS WHO TOOK TRIPS OUTSIDE THE 48 U.S. STATES IN PAST 3 YEARS)	521	281	297	227	195	241
NO ANSWER TO PLACES VISITED	2	1	0	0	2	0
NUMBER ANSWERING	519	280	297	227	193	241
	100.0	100.0	100.0	100.0	100.0	100.0
ALASKA	29	13	10	8	13	21
	5.6	4.6	3.4	3.5	6.7	8.7
HAWAII	142	68	80	38	47	107
	27.4	24.3	26.9	16.7	24.4	44.4
CANADA	164	77	83	61	60	102
	31.6	27.5	27.9	26.9	31.1	42.3
MEXICO	164	77	99	76	52	92
	31.6	27.5	33.3	33.5	26.9	38.2
BERMUDA, BAHAMAS, OR CARIBBEAN (ANY)	213	102	128	100	93	124
	41.0	36.4	43.1	44.1	48.2	51.5
BERMUDA	50	19	16	21	23	36
	9.6	6.8	5.4	9.3	11.9	14.9
BAHAMAS	72	31	54	32	29	48
	13.9	11.1	18.2	14.1	15.0	19.9
PUERTO RICO	66	34	36	25	30	49
	12.7	12.1	12.1	11.0	15.5	20.3
OTHER CARIBBEAN AREAS	117	61	75	57	62	67
	22.5	21.8	25.3	25.1	32.1	27.8
SOUTH AMERICA	48	34	23	13	13	26
	9.2	12.1	7.7	5.7	6.7	10.8
CENTRAL AMERICA	16	10	12	11	9	9
	3.1	3.6	4.0	4.8	4.7	3.7

Q. WHICH OF THE FOLLOWING PLACES WERE VISITED BY YOU OR OTHER HOUSEHOLD MEMBERS IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

PLACES OUTSIDE THE 48 U.S. STATES VISITED IN PAST 3 YEARS

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	53.1	56.7	50.5	50.9	45.2	69.3
BASE (RESPONDENTS WHO TOOK TRIPS OUTSIDE THE 48 U.S. STATES IN PAST 3 YEARS)	521	281	297	227	195	241
NO ANSWER TO PLACES VISITED	2	1	0	0	2	0
NUMBER ANSWERING	519 100.0	280 100.0	297 100.0	227 100.0	193 100.0	241 100.0
EUROPE (ANY)	190 36.6	95 33.9	86 29.0	101 44.5	73 37.8	116 48.1
GREAT BRITAIN OR IRELAND	102 19.7	45 16.1	43 14.5	57 25.1	39 20.2	71 29.5
SCANDINAVIA	21 4.0	9 3.2	7 2.4	9 4.0	8 4.1	23 9.5
FRANCE	68 13.1	31 11.1	32 10.8	47 20.7	25 13.0	54 22.4
ITALY	64 12.3	26 9.3	27 9.1	34 15.0	22 11.4	38 15.8
RUSSIA	9 1.7	2 0.7	4 1.3	7 3.1	1 0.5	8 3.3
OTHER EUROPE	104 20.0	52 18.6	49 16.5	56 24.7	37 19.2	71 29.5
AFRICA	18 3.5	9 3.2	11 3.7	5 2.2	9 4.7	25 10.4
NEAR OR MIDDLE EAST	38 7.3	17 6.1	18 6.1	11 4.8	14 7.3	28 11.6
JAPAN	22 4.2	9 3.2	4 1.3	9 4.0	5 2.6	28 11.6
OTHER ASIA (CHINA, INDIA, ETC.)	41 7.9	31 11.1	8 2.7	6 2.6	6 3.1	27 11.2
AUSTRALIA OR NEW ZEALAND	12 2.3	1 0.4	0 -	5 2.2	4 2.1	14 5.8
PACIFIC ISLANDS	17 3.3	7 2.5	5 1.7	5 2.2	5 2.6	11 4.6

Q. WHICH OF THE FOLLOWING PLACES WERE VISITED BY YOU OR OTHER HOUSEHOLD MEMBERS IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

PLACES OUTSIDE THE 48 U.S. STATES VISITED IN PAST 3 YEARS

HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	57.8	60.9	54.1	54.7	48.3	72.4
BASE (HOUSEHOLDS THAT TOOK TRIPS OUTSIDE THE 48 U.S. STATES IN PAST 3 YEARS)	567	302	318	244	208	252
NO ANSWER TO PLACES VISITED	1	0	0	0	1	0
NUMBER ANSWERING	566 100.0	302 100.0	318 100.0	244 100.0	207 100.0	252 100.0
ALASKA	36 6.4	14 4.6	13 4.1	11 4.5	15 7.2	23 9.1
HAWAII	162 28.6	76 25.2	91 28.6	43 17.6	50 24.2	116 46.0
CANADA	174 30.7	84 27.8	88 27.7	69 28.3	63 30.4	104 41.3
MEXICO	177 31.3	83 27.5	109 34.3	81 33.2	60 29.0	96 38.1
BERMUDA, BAHAMAS, OR CARIBBEAN (ANY)	235 41.5	115 38.1	132 41.5	107 43.9	98 47.3	130 51.6
BERMUDA	57 10.1	21 7.0	16 5.0	23 9.4	25 12.1	40 15.9
BAHAMAS	86 15.2	38 12.6	56 17.6	37 15.2	34 16.4	52 20.6
PUERTO RICO	76 13.4	41 13.6	38 11.9	28 11.5	32 15.5	51 20.2
OTHER CARIBBEAN AREAS	130 23.0	67 22.2	77 24.2	62 25.4	66 31.9	70 27.8
SOUTH AMERICA	53 9.4	38 12.6	24 7.5	14 5.7	14 6.8	29 11.5
CENTRAL AMERICA	20 3.5	13 4.3	14 4.4	12 4.9	9 4.3	9 3.6

Q. WHICH OF THE FOLLOWING PLACES WERE VISITED BY YOU OR OTHER HOUSEHOLD MEMBERS IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

PLACES OUTSIDE THE 48 U.S. STATES VISITED IN PAST 3 YEARS

HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	57.8	60.9	54.1	54.7	48.3	72.4
BASE (HOUSEHOLDS THAT TOOK TRIPS OUTSIDE THE 48 U.S. STATES IN PAST 3 YEARS)	567	302	318	244	208	252
NO ANSWER TO PLACES VISITED	1	0	0	0	1	0
NUMBER ANSWERING	566 100.0	302 100.0	318 100.0	244 100.0	207 100.0	252 100.0
EUROPE (ANY)	236 41.7	124 41.1	104 32.7	110 45.1	84 40.6	130 51.6
GREAT BRITAIN OR IRELAND	122 21.6	58 19.2	50 15.7	61 25.0	44 21.3	81 32.1
SCANDINAVIA	29 5.1	12 4.0	13 4.1	10 4.1	8 3.9	27 10.7
FRANCE	96 17.0	51 16.9	40 12.6	50 20.5	32 15.5	64 25.4
ITALY	90 15.9	46 15.2	35 11.0	38 15.6	29 14.0	45 17.9
RUSSIA	12 2.1	3 1.0	5 1.6	9 3.7	2 1.0	9 3.6
OTHER EUROPE	131 23.1	70 23.2	59 18.6	64 26.2	42 20.3	81 32.1
AFRICA	20 3.5	10 3.3	14 4.4	5 2.0	10 4.8	26 10.3
NEAR OR MIDDLE EAST	44 7.8	20 6.6	20 6.3	14 5.7	16 7.7	32 12.7
JAPAN	28 4.9	13 4.3	7 2.2	10 4.1	5 2.4	30 11.9
OTHER ASIA (CHINA, INDIA, ETC.)	44 7.8	31 10.3	10 3.1	6 2.5	6 2.9	31 12.3
AUSTRALIA OR NEW ZEALAND	14 2.5	1 0.3	2 0.6	6 2.5	4 1.9	15 6.0
PACIFIC ISLANDS	18 3.2	8 2.6	5 1.6	5 2.0	5 2.4	11 4.4

Q. WHICH OF THE FOLLOWING PLACES WERE VISITED BY YOU OR OTHER HOUSEHOLD MEMBERS IN THE PAST 3 YEARS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

WHETHER CRUISE ON OCEAN-GOING SHIP TAKEN IN PAST 3 YEARS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
YES, ONE OR MORE HOUSEHOLD MEMBERS TOOK A CRUISE	98 10.0	47 9.5	45 7.7	35 7.8	45 10.4	63 18.1
NO	849 86.5	427 86.1	525 89.3	401 89.9	378 87.7	265 76.1
NO ANSWER	34 3.5	22 4.4	18 3.1	10 2.2	8 1.9	20 5.7

Q. DURING THE PAST 3 YEARS, DID YOU OR OTHER HOUSEHOLD MEMBERS TAKE A CRUISE ON AN OCEAN-GOING SHIP?

VACATIONS/LONG WEEKENDS OF 4 DAYS OR LONGER AWAY FROM HOME

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
YES, TOOK VACATIONS/LONG WEEKENDS OF 4 DAYS OR LONGER AWAY FROM HOME IN PAST 12 MOS.	847 86.3	433 87.3	509 86.6	382 85.7	359 83.3	315 90.5
NO	121 12.3	55 11.1	71 12.1	63 14.1	67 15.5	29 8.3
NO ANSWER	13 1.3	8 1.6	8 1.4	1 0.2	5 1.2	4 1.1

Q. DURING THE PAST 12 MONTHS, DID YOU PERSONALLY TAKE ANY VACATIONS (INCLUDING LONG WEEKENDS) IN WHICH YOU WERE AWAY FROM HOME FOR 4 OR MORE DAYS AT ONE TIME?

NUMBER OF VACATIONS/LONG WEEKENDS OF 4 DAYS OR LONGER AWAY FROM HOME

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	86.3	87.3	86.6	85.7	83.3	90.5
BASE (RESPONDENTS WHO TOOK VACATIONS/LONG WEEKENDS AWAY FROM HOME IN PAST 12 MOS.)	847	433	509	382	359	315
NO ANSWER TO HOW MANY	16	7	10	4	1	16
NUMBER ANSWERING	831 100.0	426 100.0	499 100.0	378 100.0	358 100.0	299 100.0
NUMBER OF SUCH VACATIONS/LONG WEEKENDS AWAY FROM HOME ...						
1	158 19.0	82 19.2	94 18.8	77 20.4	110 30.7	34 11.4
2	258 31.0	126 29.6	130 26.1	133 35.2	125 34.9	81 27.1
3	194 23.3	105 24.6	117 23.4	91 24.1	77 21.5	64 21.4
4	132 15.9	54 12.7	88 17.6	45 11.9	27 7.5	64 21.4
5	39 4.7	30 7.0	31 6.2	16 4.2	7 2.0	25 8.4
6 - 7	34 4.1	22 5.2	22 4.4	10 2.6	8 2.2	19 6.4
8 - 9	6 0.7	3 0.7	8 1.6	1 0.3	1 0.3	5 1.7
10 - 14	8 1.0	3 0.7	9 1.8	4 1.1	2 0.6	6 2.0
15 - 19	0 -	0 -	0 -	1 0.3	0 -	0 -
20 OR MORE	2 0.2	1 0.2	0 -	0 -	1 0.3	1 0.3
MEDIAN NUMBER OF SUCH VACATIONS AWAY FROM HOME, IF ANY TAKEN	2	3	3	2	2	3
AVERAGE NUMBER OF SUCH VACATIONS AWAY FROM HOME, IF ANY TAKEN	2.9	2.9	3.0	2.7	2.3	3.4

Q. HOW MANY VACATIONS OF 4 DAYS OR LONGER AWAY FROM HOME DID YOU TAKE IN THE PAST 12 MONTHS?

TOTAL DAYS AWAY FROM HOME ON VACATIONS/LONG WEEKENDS OF 4 DAYS OR LONGER

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	86.3	87.3	86.6	85.7	83.3	90.5
BASE (RESPONDENTS WHO TOOK VACATIONS/LONG WEEKENDS AWAY FROM HOME IN PAST 12 MOS.)	847	433	509	382	359	315
NO ANSWER TO TOTAL DAYS AWAY	37	18	26	24	4	25
NUMBER ANSWERING	810 100.0	415 100.0	483 100.0	358 100.0	355 100.0	290 100.0
TOTAL DAYS AWAY FROM HOME ON SUCH VACATIONS/LONG WEEKENDS ...						
4 - 6	40 4.9	20 4.8	30 6.2	17 4.7	30 8.5	7 2.4
7 - 9	82 10.1	36 8.7	43 8.9	32 8.9	51 14.4	18 6.2
10 - 14	172 21.2	90 21.7	98 20.3	96 26.8	98 27.6	47 16.2
15 - 19	113 14.0	48 11.6	55 11.4	43 12.0	60 16.9	38 13.1
20 - 24	161 19.9	75 18.1	97 20.1	70 19.6	51 14.4	62 21.4
25 - 29	65 8.0	31 7.5	42 8.7	31 8.7	24 6.8	25 8.6
30 - 39	114 14.1	83 20.0	73 15.1	53 14.8	22 6.2	50 17.2
40 - 49	32 4.0	22 5.3	23 4.8	7 2.0	8 2.3	19 6.6
50 - 59	8 1.0	4 1.0	9 1.9	1 0.3	3 0.8	3 1.0
60 OR MORE	23 2.8	6 1.4	13 2.7	8 2.2	8 2.3	21 7.2
MEDIAN NUMBER OF DAYS AWAY FROM HOME, IF ANY SUCH VACATIONS/LONG WEEKENDS TAKEN	19.9	20.9	20.8	19.0	14.9	22.8
AVERAGE NUMBER OF DAYS AWAY FROM HOME, IF ANY SUCH VACATIONS/LONG WEEKENDS TAKEN	21.0	21.4	21.5	19.9	17.4	25.6

Q. IN TOTAL, HOW MANY DAYS WERE YOU AWAY FROM HOME ON ALL THESE VACATIONS?

WHETHER ATTENDED CONVENTION IN PAST 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
SELF ...						
YES, IN THE 48 CONTIGUOUS STATES	653 66.6	393 79.2	436 74.1	239 53.6	215 49.9	239 68.7
YES, OUTSIDE THE 48 STATES	108 11.0	77 15.5	40 6.8	22 4.9	19 4.4	59 17.0
YES, ATTENDED A CONVENTION (ANY)	671 68.4	403 81.3	445 75.7	247 55.4	219 50.8	247 71.0
NO	247 25.2	64 12.9	114 19.4	172 38.6	186 43.2	75 21.6
NO ANSWER	63 6.4	29 5.8	29 4.9	27 6.1	26 6.0	26 7.5
HOUSEHOLD MEMBERS (SELF OR OTHERS) ...						
YES, IN THE 48 CONTIGUOUS STATES	676 68.9	404 81.5	449 76.4	244 54.7	230 53.4	248 71.3
YES, OUTSIDE THE 48 STATES	115 11.7	83 16.7	42 7.1	24 5.4	19 4.4	61 17.5
YES, ATTENDED A CONVENTION (ANY)	694 70.7	413 83.3	458 77.9	254 57.0	234 54.3	257 73.9
NO	243 24.8	63 12.7	110 18.7	169 37.9	181 42.0	71 20.4
NO ANSWER	44 4.5	20 4.0	20 3.4	23 5.2	16 3.7	20 5.7

Q. DURING THE PAST 12 MONTHS, DID YOU OR ANY MEMBERS OF YOUR HOUSEHOLD ATTEND A CONVENTION (PROFESSIONAL, TRADE, SALES, SPECIAL INTEREST, ETC.) IN THE U.S. OR ELSEWHERE?

WHETHER HAVE CURRENTLY VALID PASSPORT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
YES, ONE OR MORE MEMBERS HAVE A CURRENTLY VALID PASSPORT	533 54.3	309 62.3	236 40.1	210 47.1	163 37.8	224 64.4
NO	431 43.9	179 36.1	343 58.3	226 50.7	262 60.8	117 33.6
NO ANSWER	17 1.7	8 1.6	9 1.5	10 2.2	6 1.4	7 2.0

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD HAVE A CURRENTLY VALID PASSPORT? (I.E. ONE ISSUED OR REISSUED IN THE PAST 5 YEARS)

TABLE 30

NUMBER OF HOUSEHOLD MEMBERS COVERED BY CURRENTLY VALID PASSPORTS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	54.3	62.3	40.1	47.1	37.8	64.4
BASE (HOUSEHOLDS IN WHICH ONE OR MORE MEMBERS HAVE A CURRENTLY VALID PASSPORT)	533	309	236	210	163	224
NO ANSWER TO HOW MANY MEMBERS COVERED	31	27	10	13	6	12
NUMBER ANSWERING	502 100.0	282 100.0	226 100.0	197 100.0	157 100.0	212 100.0
NUMBER OF MEMBERS COVERED BY CURRENTLY VALID PASSPORTS ...						
1	113 22.5	50 17.7	63 27.9	59 29.9	54 34.4	36 17.0
2	228 45.4	112 39.7	109 48.2	82 41.6	74 47.1	121 57.1
3	58 11.6	40 14.2	25 11.1	25 12.7	12 7.6	26 12.3
4	56 11.2	47 16.7	18 8.0	17 8.6	9 5.7	15 7.1
5 OR MORE	47 9.4	33 11.7	11 4.9	14 7.1	8 5.1	14 6.6

Q. HOW MANY HOUSEHOLD MEMBERS, INCLUDING YOURSELF, ARE COVERED BY THESE CURRENTLY VALID PASSPORTS?

USE OF AIRLINE PACKAGE TOUR IN PAST 12 MONTHS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
YES, ONE OR MORE MEMBERS TRAVELLED ON AN AIRLINE PACKAGE TOUR	229 23.3	121 24.4	134 22.8	88 19.7	66 15.3	94 27.0
NO	706 72.0	348 70.2	435 74.0	340 76.2	352 81.7	238 68.4
NO ANSWER	46 4.7	27 5.4	19 3.2	18 4.0	13 3.0	16 4.6

Q. DURING THE PAST 12 MONTHS, DID YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD TRAVEL ON AN AIRLINE PACKAGE TOUR - THAT IS A TRIP IN WHICH AIR FARE, HOTEL ACCOMMODATIONS AND/OR OTHER ARRANGEMENTS ARE COMBINED UNDER ONE PRICE STRUCTURE?

INVESTMENT PROFILE OF

Corporate Presidents (140,000)

Dentists (103,000)

Physicians (283,000)

Lawyers (183,000)

CPA's (121,000)

COMPOSITE (830,000)

Summarized here are the types and amounts of the investments held by the 830,000 professionals who comprise the circulation of MarketPlace Publications, including the "CPM" composite.

TYPES OF INVESTMENTS HELD BY HOUSEHOLD MEMBERS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
CORPORATE STOCK (ANY)	627 63.9	291 58.7	319 54.3	303 67.9	285 66.1	322 92.5
CORPORATE STOCK IN COMPANY WHERE EMPLOYED	309 31.5	133 26.8	111 18.9	85 19.1	132 30.6	286 82.2
OTHER CORPORATE STOCK (COMMON OR PREFERRED)	537 54.7	242 48.8	278 47.3	281 63.0	237 55.0	257 73.9
MUTUAL FUNDS	256 26.1	166 33.5	162 27.6	99 22.2	92 21.3	87 25.0
CORPORATE BONDS	112 11.4	74 14.9	71 12.1	47 10.5	48 11.1	46 13.2
U.S. BONDS (EXCLUDING U.S. SAVINGS BONDS)	179 18.2	88 17.7	111 18.9	90 20.2	84 19.5	65 18.7
STATE OR MUNICIPAL BONDS	166 16.9	117 23.6	84 14.3	63 14.1	39 9.0	90 25.9
ONE OR MORE OF THE ABOVE	712 72.6	348 70.2	381 64.8	334 74.9	327 75.9	327 94.0

Q. DO YOU OR OTHER HOUSEHOLD MEMBERS NOW HOLD THE FOLLOWING TYPES OF INVESTMENTS?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

OTHER TYPES OF INVESTMENTS NOW OWNED BY HOUSEHOLD MEMBERS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
REAL ESTATE (EXCLUDING YOUR OWN RESIDENCE), MORTGAGE	444 45.3	224 45.2	280 47.6	225 50.4	140 32.5	220 63.2
GOLD, COINS, PRECIOUS STONES	274 27.9	136 27.4	183 31.1	107 24.0	90 20.9	112 32.2
COMMODITIES	25 2.5	14 2.8	9 1.5	12 2.7	9 2.1	15 4.3
TAX SHELTERS	129 13.1	87 17.5	78 13.3	44 9.9	44 10.2	69 19.8
KEOGH PLAN, IRA	371 37.8	210 42.3	278 47.3	191 42.8	130 30.2	75 21.6
CERTIFICATES OF DEPOSIT	316 32.2	157 31.7	173 29.4	129 28.9	150 34.8	145 41.7
ART WORKS, ANTIQUITIES	207 21.1	111 22.4	133 22.6	106 23.8	60 13.9	97 27.9
MONEY MARKET FUNDS	236 24.1	128 25.8	173 29.4	120 26.9	104 24.1	107 30.7
NONE OF THOSE LISTED	146 14.9	57 11.5	72 12.2	52 11.7	87 20.2	26 7.5
NO ANSWER	61 6.2	45 9.1	46 7.8	27 6.1	20 4.6	15 4.3

Q. WHICH OF THE FOLLOWING OTHER TYPES OF INVESTMENTS DO YOU OR OTHER HOUSEHOLD MEMBERS NOW OWN?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

TOTAL VALUE OF INVESTMENTS

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981	496	588	446	431	348
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $10,000	80	23	61	44	69	9
	8.2	4.6	10.4	9.9	16.0	2.6
$10,000 - $24,999	79	36	48	44	46	4
	8.1	7.3	8.2	9.9	10.7	1.1
$25,000 - $49,999	86	37	44	44	54	15
	8.8	7.5	7.5	9.9	12.5	4.3
$50,000 - $99,999	115	56	78	67	57	19
	11.7	11.3	13.3	15.0	13.2	5.5
$100,000 - $199,999	126	75	78	52	40	18
	12.8	15.1	13.3	11.7	9.3	5.2
$200,000 - $299,999	67	44	43	25	18	24
	6.8	8.9	7.3	5.6	4.2	6.9
$300,000 - $499,999	52	34	36	26	14	24
	5.3	6.9	6.1	5.8	3.2	6.9
$500,000 - $999,999	63	36	30	17	6	54
	6.4	7.3	5.1	3.8	1.4	15.5
$1,000,000 OR OVER	49	7	8	19	8	90
	5.0	1.4	1.4	4.3	1.9	25.9
SUB-TOTAL (THOSE OWNING AND SPECIFYING VALUE)	717	348	426	338	312	257
	73.1	70.2	72.4	75.8	72.4	73.9
NONE	70	31	40	24	29	6
	7.1	6.3	6.8	5.4	6.7	1.7
DON'T KNOW, NO ANSWER	194	117	122	84	90	85
	19.8	23.6	20.7	18.8	20.9	24.4
MEDIAN VALUE OF INVESTMENTS (AMONG THOSE OWNING AND SPECIFYING VALUE)	99348	129333	88462	77612	43981	643519
AVERAGE VALUE OF INVESTMENTS (AMONG THOSE OWNING AND SPECIFYING VALUE)	366464	258497	215346	299566	166001	1276282

Q. WHAT IS THE APPROXIMATE TOTAL VALUE OF THE ABOVE INVESTMENTS OWNED BY YOU AND OTHER MEMBERS OF YOUR HOUSEHOLD?
(PLEASE COMBINE ALL OF THE TYPES OF INVESTMENTS YOU CHECKED IN QUESTIONS 1A, 1B & 1C, ABOVE TO ARRIVE AT THIS FIGURE. DO NOT INCLUDE TYPES OF INVESTMENTS OTHER THAN THESE.)

VALUE OF STOCK NOW HELD IN THE COMPANY WHERE EMPLOYED

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	31.5	26.8	18.9	19.1	30.6	82.2
BASE (HOUSEHOLDS HOLDING STOCK IN COMPANY WHERE SELF OR OTHER MEMBERS ARE EMPLOYED)	309	133	111	85	132	286
NO ANSWER TO VALUE OF HOLDING	48	22	23	12	10	40
NUMBER ANSWERING	261	111	88	73	122	246
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 2,500	39	31	16	7	19	8
	14.9	27.9	18.2	9.6	15.6	3.3
$ 2,500 - $ 4,999	15	13	2	3	13	1
	5.7	11.7	2.3	4.1	10.7	0.4
$ 5,000 - $ 9,999	13	5	2	6	7	5
	5.0	4.5	2.3	8.2	5.7	2.0
$ 10,000 - $ 14,999	20	9	9	5	11	4
	7.7	8.1	10.2	6.8	9.0	1.6
$ 15,000 - $ 24,999	10	7	4	9	7	5
	3.8	6.3	4.5	12.3	5.7	2.0
$ 25,000 - $ 49,999	29	14	11	14	16	18
	11.1	12.6	12.5	19.2	13.1	7.3
$ 50,000 - $ 99,999	35	20	19	10	16	12
	13.4	18.0	21.6	13.7	13.1	4.9
$ 100,000 - $ 199,999	33	9	22	6	15	37
	12.6	8.1	25.0	8.2	12.3	15.0
$ 200,000 - $ 299,999	15	2	3	7	9	28
	5.7	1.8	3.4	9.6	7.4	11.4
$ 300,000 OR OVER	52	1	0	6	9	128
	19.9	0.9	-	8.2	7.4	52.0
MEDIAN VALUE OF THIS TYPE OF INVESTMENT, IF HELD	56429	13611	50000	36607	31250	300000
AVERAGE VALUE OF THIS TYPE OF INVESTMENT, IF HELD	313405	50219	69574	166621	152448	746003

Q. IF 'YES', WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

VALUE OF OTHER CORPORATE STOCK (COMMON OR PREFERRED) NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	54.7	48.8	47.3	63.0	55.0	73.9
BASE (HOUSEHOLDS THAT HOLD OTHER CORPORATE STOCK - COMMON OR PREFERRED)	537	242	278	281	237	257
NO ANSWER TO VALUE OF HOLDING	99	52	51	45	26	47
NUMBER ANSWERING	438	190	227	236	211	210
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 2,500	86	30	50	47	58	20
	19.6	15.8	22.0	19.9	27.5	9.5
$ 2,500 - $ 4,999	41	16	30	29	28	7
	9.4	8.4	13.2	12.3	13.3	3.3
$ 5,000 - $ 9,999	45	16	25	31	25	21
	10.3	8.4	11.0	13.1	11.8	10.0
$ 10,000 - $ 14,999	54	25	36	31	23	19
	12.3	13.2	15.9	13.1	10.9	9.0
$ 15,000 - $ 24,999	39	15	29	25	20	24
	8.9	7.9	12.8	10.6	9.5	11.4
$ 25,000 - $ 49,999	51	23	18	26	20	24
	11.6	12.1	7.9	11.0	9.5	11.4
$ 50,000 - $ 99,999	49	26	21	21	18	24
	11.2	13.7	9.3	8.9	8.5	11.4
$ 100,000 - $ 199,999	43	25	11	15	10	23
	9.8	13.2	4.8	6.4	4.7	11.0
$ 200,000 - $ 299,999	13	8	3	4	4	18
	3.0	4.2	1.3	1.7	1.9	8.6
$ 300,000 OR OVER	17	6	4	7	5	30
	3.9	3.2	1.8	3.0	2.4	14.3
MEDIAN VALUE OF THIS TYPE OF INVESTMENT, IF HELD	14352	20333	11181	11774	8900	39583
AVERAGE VALUE OF THIS TYPE OF INVESTMENT, IF HELD	66974	71713	39051	50958	43507	155911

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

VALUE OF MUTUAL FUNDS NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	26.1	33.5	27.6	22.2	21.3	25.0
BASE (HOUSEHOLDS THAT HOLD MUTUAL FUNDS)	256	166	162	99	92	87
NO ANSWER TO VALUE OF HOLDING	42	28	36	21	9	19
NUMBER ANSWERING	214 100.0	138 100.0	126 100.0	78 100.0	83 100.0	68 100.0
UNDER $ 2,500	34 15.9	17 12.3	28 22.2	21 26.9	25 30.1	6 8.8
$ 2,500 - $ 4,999	30 14.0	15 10.9	14 11.1	14 17.9	16 19.3	5 7.4
$ 5,000 - $ 9,999	35 16.4	24 17.4	23 18.3	12 15.4	16 19.3	9 13.2
$ 10,000 - $ 14,999	38 17.8	22 15.9	17 13.5	7 9.0	12 14.5	17 25.0
$ 15,000 - $ 24,999	30 14.0	19 13.8	21 16.7	12 15.4	8 9.6	10 14.7
$ 25,000 - $ 49,999	24 11.2	23 16.7	12 9.5	8 10.3	4 4.8	10 14.7
$ 50,000 - $ 99,999	16 7.5	14 10.1	9 7.1	3 3.8	2 2.4	3 4.4
$ 100,000 - $ 199,999	6 2.8	4 2.9	2 1.6	1 1.3	0 -	5 7.4
$ 200,000 - $ 299,999	1 0.5	0 -	0 -	0 -	0 -	2 2.9
$ 300,000 OR OVER	0 -	0 -	0 -	0 -	0 -	1 1.5
MEDIAN VALUE OF THIS TYPE OF INVESTMENT, IF HELD	11053	12955	9565	6667	5156	14118
AVERAGE VALUE OF THIS TYPE OF INVESTMENT, IF HELD	22161	24819	18393	15016	9895	39063

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

VALUE OF STATE OR MUNICIPAL BONDS NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	16.9	23.6	14.3	14.1	9.0	25.9
BASE (HOUSEHOLDS THAT HOLD STATE OR MUNICIPAL BONDS)	166	117	84	63	39	90
NO ANSWER TO VALUE OF HOLDING	40	28	22	19	7	22
NUMBER ANSWERING	126 100.0	89 100.0	62 100.0	44 100.0	32 100.0	68 100.0
UNDER $ 2,500	9 7.1	6 6.7	5 8.1	4 9.1	2 6.3	1 1.5
$ 2,500 - $ 4,999	6 4.8	7 7.9	2 3.2	3 6.8	2 6.3	4 5.9
$ 5,000 - $ 9,999	7 5.6	8 9.0	4 6.5	3 6.8	7 21.9	1 1.5
$ 10,000 - $ 14,999	23 18.3	15 16.9	18 29.0	15 34.1	8 25.0	7 10.3
$ 15,000 - $ 24,999	14 11.1	11 12.4	10 16.1	6 13.6	1 3.1	8 11.8
$ 25,000 - $ 49,999	19 15.1	12 13.5	11 17.7	4 9.1	3 9.4	9 13.2
$ 50,000 - $ 99,999	24 19.0	16 18.0	5 8.1	6 13.6	6 18.8	11 16.2
$ 100,000 - $ 199,999	17 13.5	11 12.4	6 9.7	1 2.3	2 6.3	12 17.6
$ 200,000 - $ 299,999	4 3.2	2 2.2	0 -	1 2.3	0 -	6 8.8
$ 300,000 OR OVER	3 2.4	1 1.1	1 1.6	1 2.3	1 3.1	9 13.2
MEDIAN VALUE OF THIS TYPE OF INVESTMENT, IF HELD	30263	22727	17000	14000	13125	68182
AVERAGE VALUE OF THIS TYPE OF INVESTMENT, IF HELD	64435	53581	42319	41222	47266	131489

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

VALUE OF CORPORATE BONDS NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	11.4	14.9	12.1	10.5	11.1	13.2
BASE (HOUSEHOLDS THAT HOLD CORPORATE BONDS)	112	74	71	47	48	46
NO ANSWER TO VALUE OF HOLDING	32	21	28	16	8	17
NUMBER ANSWERING	80 100.0	53 100.0	43 100.0	31 100.0	40 100.0	29 100.0
UNDER $ 2,500	8 10.0	5 9.4	3 7.0	5 16.1	10 25.0	0 -
$ 2,500 - $ 4,999	6 7.5	7 13.2	2 4.7	4 12.9	5 12.5	1 3.4
$ 5,000 - $ 9,999	15 18.8	9 17.0	5 11.6	8 25.8	12 30.0	2 6.9
$ 10,000 - $ 14,999	15 18.8	8 15.1	14 32.6	4 12.9	6 15.0	5 17.2
$ 15,000 - $ 24,999	10 12.5	9 17.0	7 16.3	4 12.9	0 -	5 17.2
$ 25,000 - $ 49,999	12 15.0	7 13.2	5 11.6	4 12.9	3 7.5	6 20.7
$ 50,000 - $ 99,999	9 11.3	4 7.5	4 9.3	2 6.5	3 7.5	3 10.3
$ 100,000 - $ 199,999	5 6.3	4 7.5	3 7.0	0 -	1 2.5	4 13.8
$ 200,000 - $ 299,999	0 -	0 -	0 -	0 -	0 -	1 3.4
$ 300,000 OR OVER	0 -	0 -	0 -	0 -	0 -	2 6.9
MEDIAN VALUE OF THIS TYPE OF INVESTMENT, IF HELD	13667	13438	14107	9063	7083	31250
AVERAGE VALUE OF THIS TYPE OF INVESTMENT, IF HELD	30094	29104	30262	16492	17094	71767

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

VALUE OF U.S. BONDS (EXCLUDING U.S. SAVINGS BONDS) NOW HELD

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	18.2	17.7	18.9	20.2	19.5	18.7
BASE (HOUSEHOLDS THAT HOLD U.S. BONDS - EXCLUDING U.S. SAVINGS BONDS)	179	88	111	90	84	65
NO ANSWER TO VALUE OF HOLDING	45	23	31	29	14	16
NUMBER ANSWERING	134	65	80	61	70	49
	100.0	100.0	100.0	100.0	100.0	100.0
UNDER $ 2,500	61	31	41	29	38	7
	45.5	47.7	51.3	47.5	54.3	14.3
$ 2,500 - $ 4,999	11	4	7	10	1	4
	8.2	6.2	8.8	16.4	1.4	8.2
$ 5,000 - $ 9,999	12	4	9	5	7	5
	9.0	6.2	11.3	8.2	10.0	10.2
$ 10,000 - $ 14,999	15	10	7	8	9	8
	11.2	15.4	8.8	13.1	12.9	16.3
$ 15,000 - $ 24,999	17	7	5	5	6	9
	12.7	10.8	6.3	8.2	8.6	18.4
$ 25,000 - $ 49,999	7	3	5	2	1	6
	5.2	4.6	6.3	3.3	1.4	12.2
$ 50,000 - $ 99,999	5	2	3	0	6	3
	3.7	3.1	3.8	-	8.6	6.1
$ 100,000 - $ 199,999	4	3	2	2	1	2
	3.0	4.6	2.5	3.3	1.4	4.1
$ 200,000 - $ 299,999	1	1	1	0	0	2
	0.7	1.5	1.3	-	-	4.1
$ 300,000 OR OVER	1	0	0	0	1	3
	0.7	-	-	-	1.4	6.1
MEDIAN VALUE OF THIS TYPE OF INVESTMENT, IF HELD	3864	3438	2439	2875	2303	15556
AVERAGE VALUE OF THIS TYPE OF INVESTMENT, IF HELD	19571	20173	16188	11250	19625	56964

Q. IF "YES", WHAT IS THE APPROXIMATE TOTAL CURRENT VALUE OF EACH TYPE OF HOLDING?

WHETHER LIFE INSURANCE CARRIED (OTHER THAN GROUP)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
YES, ONE OR MORE MEMBERS HAVE LIFE INSURANCE (OTHER THAN GROUP)	880 89.7	443 89.3	484 82.3	404 90.6	402 93.3	334 96.0
NO	87 8.9	42 8.5	92 15.6	35 7.8	27 6.3	10 2.9
NO ANSWER	14 1.4	11 2.2	12 2.0	7 1.6	2 0.5	4 1.1

Q. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD HAVE ANY LIFE INSURANCE, OTHER THAN GROUP COVERAGE?

TOTAL FACE VALUE OF LIFE INSURANCE CARRIED (OTHER THAN GROUP)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
PERCENT OF TOTAL SAMPLE INCLUDED IN BASE	89.7	89.3	82.3	90.6	93.3	96.0
BASE (HOUSEHOLDS THAT HAVE LIFE INSURANCE, OTHER THAN GROUP COVERAGE)	880	443	484	404	402	334
NO ANSWER TO FACE VALUE	31	22	22	10	4	10
NUMBER ANSWERING	849 100.0	421 100.0	462 100.0	394 100.0	398 100.0	324 100.0
UNDER $ 10,000	11 1.3	5 1.2	11 2.4	6 1.5	12 3.0	8 2.5
$ 10,000 - $ 19,999	39 4.6	11 2.6	20 4.3	18 4.6	27 6.8	15 4.6
$ 20,000 - $ 29,999	36 4.2	12 2.9	18 3.9	26 6.6	29 7.3	14 4.3
$ 30,000 - $ 49,999	50 5.9	17 4.0	27 5.8	38 9.6	35 8.8	12 3.7
$ 50,000 - $ 69,999	75 8.8	31 7.4	43 9.3	42 10.7	49 12.3	23 7.1
$ 70,000 - $ 99,999	64 7.5	35 8.3	38 8.2	41 10.4	31 7.8	23 7.1
$ 100,000 - $ 149,999	177 20.8	83 19.7	104 22.5	76 19.3	87 21.9	47 14.5
$ 150,000 - $ 199,999	99 11.7	50 11.9	62 13.4	46 11.7	34 8.5	26 8.0
$ 200,000 - $ 249,999	97 11.4	53 12.6	49 10.6	41 10.4	43 10.8	34 10.5
$ 250,000 OR OVER	201 23.7	124 29.5	90 19.5	60 15.2	51 12.8	122 37.7
MEDIAN VALUE OF SUCH INSURANCE, IF OWNED	142232	166500	135577	117105	109195	188462
AVERAGE VALUE OF SUCH INSURANCE, IF OWNED	225389	258877	205149	177807	161432	287893

Q. WHAT IS THE APPROXIMATE TOTAL FACE VALUE OF ALL SUCH LIFE INSURANCE HELD BY YOU OR OTHER HOUSEHOLD MEMBERS?

CHARGE PRIVILEGES AND CREDIT CARDS NOW HELD

SELF

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
BUSINESS EXPENSE ACCOUNT	329 33.5	109 22.0	136 23.1	156 35.0	197 45.7	225 64.7
AIR TRAVEL CARD	132 13.5	52 10.5	41 7.0	72 16.1	67 15.5	99 28.4
AMERICAN EXPRESS	506 51.6	244 49.2	215 36.6	231 51.8	220 51.0	258 74.1
BANKAMERICARD/VISA	709 72.3	364 73.4	439 74.7	313 70.2	342 79.4	249 71.6
BELL SYSTEM (PHONE) CARD	311 31.7	131 26.4	132 22.4	196 43.9	145 33.6	191 54.9
CAR RENTAL CARD (HERTZ, AVIS, ETC.)	321 32.7	128 25.8	128 21.8	150 33.6	168 39.0	214 61.5
CARTE BLANCHE	36 3.7	17 3.4	13 2.2	17 3.8	16 3.7	32 9.2
DINERS CLUB (INCL. TORCH CLUB)	83 8.5	38 7.7	23 3.9	38 8.5	31 7.2	65 18.7
GASOLINE CREDIT CARD (EXXON, GULF, ETC. - INC. TORCH CLUB)	743 75.7	374 75.4	405 68.9	342 76.7	350 81.2	286 82.2
HOTEL CREDIT CARD	67 6.8	25 5.0	16 2.7	31 7.0	27 6.3	52 14.9
MASTER CHARGE	648 66.1	325 65.5	384 65.3	284 63.7	321 74.5	220 63.2
OTHER BANK CREDIT CARD	90 9.2	48 9.7	57 9.7	43 9.6	42 9.7	35 10.1
RETAIL CHARGE ACCOUNT (DEPT. OR SPECIALTY STORE)	631 64.3	292 58.9	369 62.8	311 69.7	313 72.6	226 64.9
OTHER	6 0.6	0 -	3 0.5	3 0.7	2 0.5	1 0.3
NO CREDIT CARDS OR CHARGE PRIVILEGES HELD	8 0.8	1 0.2	10 1.7	7 1.6	3 0.7	2 0.6
NO ANSWER	18 1.8	9 1.8	12 2.0	7 1.6	5 1.2	4 1.1

Q. WHICH OF THE FOLLOWING TYPES OF CHARGE PRIVILEGES AND CREDIT CARDS DO YOU OR OTHER HOUSEHOLD MEMBERS NOW HOLD?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

CHARGE PRIVILEGES AND CREDIT CARDS NOW HELD
HOUSEHOLD MEMBERS (SELF OR OTHERS)

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL HOUSEHOLDS)	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
BUSINESS EXPENSE ACCOUNT	339 34.6	116 23.4	138 23.5	158 35.4	201 46.6	226 64.9
AIR TRAVEL CARD	134 13.7	54 10.9	43 7.3	72 16.1	69 16.0	99 28.4
AMERICAN EXPRESS	524 53.4	261 52.6	222 37.8	238 53.4	222 51.5	260 74.7
BANKAMERICARD/VISA	730 74.4	378 76.2	454 77.2	322 72.2	345 80.0	255 73.3
BELL SYSTEM (PHONE) CARD	318 32.4	134 27.0	134 22.8	201 45.1	150 34.8	195 56.0
CAR RENTAL CARD (HERTZ, AVIS, ETC.)	327 33.3	131 26.4	131 22.3	153 34.3	169 39.2	217 62.4
CARTE BLANCHE	37 3.8	19 3.8	13 2.2	18 4.0	17 3.9	33 9.5
DINERS CLUB (INCL. TORCH CLUB)	85 8.7	42 8.5	25 4.3	38 8.5	33 7.7	66 19.0
GASOLINE CREDIT CARD (EXXON, GULF, ETC. - INC. TORCH CLUB)	755 77.0	385 77.6	414 70.4	349 78.3	352 81.7	291 83.6
HOTEL CREDIT CARD	69 7.0	25 5.0	19 3.2	32 7.2	28 6.5	52 14.9
MASTER CHARGE	669 68.2	337 67.9	401 68.2	295 66.1	327 75.9	226 64.9
OTHER BANK CREDIT CARD	93 9.5	52 10.5	58 9.9	46 10.3	43 10.0	35 10.1
RETAIL CHARGE ACCOUNT (DEPT. OR SPECIALTY STORE)	686 69.9	316 63.7	406 69.0	329 73.8	340 78.9	258 74.1
OTHER	6 0.6	0 -	3 0.5	3 0.7	2 0.5	1 0.3
NO CREDIT CARDS OR CHARGE PRIVILEGES HELD	8 0.8	1 0.2	10 1.7	7 1.6	2 0.5	2 0.6
NO ANSWER	8 0.8	6 1.2	3 0.5	3 0.7	5 1.2	4 1.1

Q. WHICH OF THE FOLLOWING TYPES OF CHARGE PRIVILEGES AND CREDIT CARDS DO YOU OR OTHER HOUSEHOLD MEMBERS NOW HOLD?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

BUSINESS PROFILE OF

Corporate Presidents (140,000)

Dentists (103,000)

Physicians (283,000)

Lawyers (183,000)

CPA's (121,000)

COMPOSITE (830,000)

LINE OF BUSINESS OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO OCCUPATIONAL STATUS (LINE OF BUSINESS AND TITLE)	0	*	0	0	0	0
NUMBER ANSWERING	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
AGRICULTURE	1 0.1	0 -	0 -	0 -	0 -	2 0.6
FORESTRY AND FISHERIES	0 -	0 -	0 -	0 -	0 -	2 0.6
MINING	1 0.1	0 -	0 -	0 -	1 0.2	4 1.1
CONSTRUCTION	10 1.0	0 -	0 -	1 0.2	8 1.9	22 6.3
MANUFACTURING	77 7.8	2 0.4	0 -	11 2.5	53 12.3	138 39.7
TRANSPORTATION	5 0.5	0 -	0 -	2 0.4	0 -	10 2.9
COMMUNICATIONS	2 0.2	0 -	0 -	0 -	2 0.5	3 0.9
ELECTRIC, GAS AND SANITARY SERVICES	1 0.1	0 -	0 -	1 0.2	5 1.2	2 0.6
WHOLESALE TRADE	15 1.5	0 -	0 -	0 -	10 2.3	27 7.8
RETAIL TRADE	36 3.7	0 -	0 -	1 0.2	10 2.3	50 14.4
FINANCE	11 1.1	0 -	0 -	1 0.2	20 4.6	7 2.0
INSURANCE	3 0.3	0 -	0 -	1 0.2	8 1.9	4 1.1
REAL ESTATE	5 0.5	0 -	0 -	3 0.7	8 1.9	6 1.7
HEALTH SERVICES	494 50.4	480 96.4	566 96.3	1 0.2	4 0.9	10 2.9
LEGAL SERVICES	179 18.2	0 -	0 -	403 90.4	1 0.2	4 1.1
EDUCATIONAL SERVICES	7 0.7	2 0.4	1 0.2	1 0.2	5 1.2	2 0.6
OTHER PROFESSIONAL SERVICES	81 8.3	0 -	0 -	1 0.2	266 61.7	13 3.7

Q. WHAT IS THE NATURE OF YOUR EMPLOYER'S BUSINESS?
IF YOU DO NOT WORK FOR AN EMPLOYER, PLEASE GIVE YOUR PROFESSIONAL OR OCCUPATIONAL STATUS

LINE OF BUSINESS OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO OCCUPATIONAL STATUS (LINE OF BUSINESS AND TITLE)	0	0	0	0	0	0
NUMBER ANSWERING	981	496	588	446	431	348
	100.0	100.0	100.0	100.0	100.0	100.0
BUSINESS SERVICES	6	0	0	1	6	12
	0.6	-	-	0.2	1.4	3.4
MEMBERSHIP ORGANIZATIONS	2	0	0	0	1	2
	0.2	-	-	-	0.2	0.6
ALL OTHER SERVICE ORGANIZATIONS	7	0	0	0	6	10
	0.7	-	-	-	1.4	2.9
IN BUSINESS, INDUSTRY OR PROFESSIONS BUT NOT SPECIFIED WHICH	8	0	0	1	0	15
	0.8	-	-	0.2	-	4.3
TOTAL IN BUSINESS, INDUSTRY OR PROFESSIONS	951	482	567	429	414	345
	96.9	97.2	96.4	96.2	96.1	99.1
ARMED FORCES, NATIONAL SECURITY FORCES	7	4	15	1	0	0
	0.7	0.8	2.6	0.2	-	-
GOVERNMENT, EXCEPT ARMED FORCES/NATIONAL SECURITY	17	9	3	14	6	0
	1.7	1.8	0.5	3.1	1.4	-
RETIRED	6	1	3	2	11	3
	0.6	0.2	0.5	0.4	2.6	0.9
STUDENT	0	0	0	0	0	0
	-	-	-	-	-	-
HOUSEWIFE, HOMEMAKER	0	0	0	0	0	0
	-	-	-	-	-	-
UNEMPLOYED	0	0	0	0	0	0
	-	-	-	-	-	-

Q. WHAT IS THE NATURE OF YOUR EMPLOYER'S BUSINESS? IF YOU DO NOT WORK FOR AN EMPLOYER, PLEASE GIVE YOUR PROFESSIONAL OR OCCUPATIONAL STATUS

TITLE OR POSITION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO OCCUPATIONAL STATUS (LINE OF BUSINESS AND TITLE)	0	0	0	0	0	0
NUMBER ANSWERING	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
TOP MANAGEMENT ...						
CHAIRMAN OF THE BOARD	5 0.5	0 -	0 -	0 -	0 -	22 6.3
PRESIDENT, CHIEF EXECUTIVE OFFICER	109 11.1	0 -	0 -	3 0.7	11 2.6	281 80.7
VICE PRESIDENT	13 1.3	0 -	0 -	5 1.1	37 8.6	0 -
FINANCIAL OFFICER (TREASURER, COMPTROLLER, SECRETARY-TREASURER)	24 2.4	0 -	0 -	0 -	54 12.5	0 -
GENERAL MANAGER, MANAGING DIRECTOR, DIVISIONAL MANAGER, ETC.	0 -	0 -	0 -	1 0.2	0 -	0 -
OTHER COMPANY OFFICER, ASSISTANT OFFICER, ASSISTANT-TO-OFFICER	26 2.7	0 -	0 -	0 -	13 3.0	42 12.1
OWNER, PARTNER	0 -	0 -	0 -	1 0.2	2 0.5	0 -
ADMINISTRATIVE ...						
ADMINISTRATIVE MANAGEMENT, OFFICE MANAGER, DEPARTMENT MANAGER, BRANCH MANAGER, ETC.	1 0.1	0 -	0 -	1 0.2	2 0.5	0 -
PERSONNEL/LABOR RELATIONS MANAGEMENT	1 0.1	0 -	0 -	0 -	1 0.2	0 -
FINANCIAL ...						
FINANCIAL/ACCOUNTING MANAGEMENT	4 0.4	0 -	0 -	0 -	15 3.5	0 -
INVESTMENT MANAGEMENT (INCLUDING DEALERS, INVESTMENT BROKERS, TRADERS, ETC.)	0 -	0 -	0 -	0 -	0 -	0 -
FINANCIAL/INVESTMENT ANALYST	1 0.1	0 -	0 -	0 -	1 0.2	0 -
ACCOUNTANT, AUDITOR, CPA, ETC.	85 8.7	0 -	0 -	1 0.2	267 61.9	0 -

TITLE OR POSITION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO OCCUPATIONAL STATUS (LINE OF BUSINESS AND TITLE)	0	0	0	0	0	0
NUMBER ANSWERING	981	496	588	446	431	348
	100.0	100.0	100.0	100.0	100.0	100.0
SALES/MARKETING/DISTRIBUTION/DEVELOPMENT ...						
SALES/MARKETING/SALES SUPPORT MANAGEMENT	0	0	0	2	0	0
	-	-	-	0.4	-	-
SALESMAN, REPRESENTATIVE, AGENT, BROKER, ETC.	0	0	0	0	0	0
	-	-	-	-	-	-
MARKET DEVELOPMENT MANAGEMENT, PRODUCT DEVELOPMENT MANAGEMENT	0	0	0	0	0	0
	-	-	-	-	-	-
DISTRIBUTION/TRAFFIC MANAGEMENT	0	0	0	0	0	0
	-	-	-	-	-	-
PURCHASING ...						
PURCHASING/PROCUREMENT MANAGEMENT	0	0	0	0	0	0
	-	-	-	-	-	-
PURCHASING AGENT, BUYER	0	0	0	0	0	0
	-	-	-	-	-	-
PRODUCTION ...						
PLANT/PRODUCTION MANAGEMENT	0	0	0	0	0	0
	-	-	-	-	-	-
SUPERINTENDENT, SUPERVISOR	0	0	0	0	0	0
	-	-	-	-	-	-
FOREMAN, ASSISTANT FOREMAN	0	0	0	0	0	0
	-	-	-	-	-	-

TITLE OR POSITION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO OCCUPATIONAL STATUS (LINE OF BUSINESS AND TITLE)	0	0	0	0	0	0
NUMBER ANSWERING	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
ENGINEERING ...						
ENGINEERING MANAGEMENT/SUPERVISION	0 -	0 -	0 -	0 -	0 -	0 -
ENGINEER	0 -	0 -	0 -	0 -	0 -	0 -
EDUCATIONAL ...						
EDUCATIONAL ADMINISTRATION	1 0.1	0 -	0 -	1 0.2	1 0.2	0 -
TEACHER, PROFESSOR, INSTRUCTOR	3 0.3	0 -	1 0.2	0 -	4 0.9	0 -
LEGAL ...						
LAWYER	185 18.9	0 -	0 -	414 92.8	1 0.2	0 -
MEDICAL ...						
DOCTOR, DENTIST, ETC.	492 50.2	482 97.2	566 96.3	0 -	0 -	0 -
NURSE, PHARMACIST, DIETICIAN, MEDICAL TECHNICIAN, ETC.	0 -	0 -	0 -	0 -	0 -	0 -
OTHER PROFESSIONAL/TECHNICAL/SCIENTIFIC ...						
SCIENTIFIC/TECHNICAL MANAGEMENT	1 0.1	0 -	0 -	0 -	1 0.2	0 -
SCIENTIST, MATHEMATICIAN, CHEMIST, ARCHITECT, ETC.	0 -	0 -	0 -	0 -	0 -	0 -
OTHER PROFESSIONAL	0 -	0 -	0 -	0 -	0 -	0 -
TECHNICIAN (DRAFTSMAN, SURVEYOR, TECHNICAL ASSISTANT, ETC.)	0 -	0 -	0 -	0 -	0 -	0 -

TITLE OR POSITION OF RESPONDENT

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO OCCUPATIONAL STATUS (LINE OF BUSINESS AND TITLE)	0	0	0	0	0	0
NUMBER ANSWERING	981 100.0	496 100.0	588 100.0	446 100.0	431 100.0	348 100.0
MISCELLANEOUS OTHERS IN BUSINESS, INDUSTRY OR PROFESSIONS ...						
OTHER MANAGER, "MANAGER" - UNSPECIFIED	0 -	0 -	0 -	0 -	4 0.9	0 -
CONSULTANT	0 -	0 -	0 -	0 -	0 -	0 -
OFFICE WORKER, CLERICAL (SALES CLERK, BOOKKEEPER, ETC.)	0 -	0 -	0 -	0 -	0 -	0 -
CRAFTSMAN, SKILLED WORKER	0 -	0 -	0 -	0 -	0 -	0 -
OTHER PRODUCTION WORKER	0 -	0 -	0 -	0 -	0 -	0 -
ALL OTHERS	0 -	0 -	0 -	0 -	0 -	0 -
TITLE NOT SPECIFIED BUT IN BUSINESS, INDUSTRY OR PROFESSIONS	0 -	0 -	0 -	0 -	0 -	0 -
NOT IN BUSINESS, INDUSTRY OR PROFESSIONS (GOV'T,A.F.,RETIRED,STUDENT,H'WIFE,ETC.)	30 3.1	14 2.8	21 3.6	17 3.8	17 3.9	3 0.9

Q. WHAT IS YOUR TITLE OR POSITION?

READERSHIP PROFILE OF MARKETPLACE PUBLICATIONS

Corporate Presidents (140,000)

Dentists (103,000)

Physicians (283,000)

Lawyers (183,000)

CPA's (121,000)

COMPOSITE (830,000)

WHERE USUALLY READ

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO WHERE READ	157	33	17	86	100	151
NUMBER ANSWERING	824	463	571	360	331	197
	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	283	213	220	80	78	63
	34.3	46.0	38.5	22.2	23.6	32.0
WHERE I WORK	581	282	399	287	255	141
	70.5	60.9	69.9	79.7	77.0	71.6
ELSEWHERE	22	9	4	14	10	8
	2.7	1.9	0.7	3.9	3.0	4.1

Q. WHERE DO YOU USUALLY READ YOUR COPY OF THIS PUBLICATION?

...PERCENTAGES MAY ADD TO MORE THAN 100.0 BECAUSE OF MULTIPLE ANSWERS

NUMBER OF TIMES PICK UP A TYPICAL ISSUE

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO HOW MANY TIMES PICK UP	151	31	14	77	101	153
NUMBER ANSWERING	830 100.0	465 100.0	574 100.0	369 100.0	330 100.0	195 100.0
ONCE	456 54.9	259 55.7	258 44.9	213 57.7	213 64.5	98 50.3
2 TIMES	227 27.3	133 28.6	190 33.1	102 27.6	79 23.9	49 25.1
3 TIMES	96 11.6	47 10.1	93 16.2	36 9.8	33 10.0	23 11.8
4 TIMES	36 4.3	13 2.8	22 3.8	13 3.5	4 1.2	13 6.7
5 TIMES	7 0.8	7 1.5	9 1.6	2 0.5	1 0.3	8 4.1
6 - 9 TIMES	7 0.8	5 1.1	1 0.2	2 0.5	0 -	4 2.1
10 - 14 TIMES	0 -	0 -	1 0.2	1 0.3	0 -	0 -
15 OR MORE TIMES	1 0.1	1 0.2	0 -	0 -	0 -	0 -
MEDIAN NUMBER OF TIMES PICK UP AN ISSUE	1	1	2	1	1	1
AVERAGE NUMBER OF TIMES PICK UP AN ISSUE	1.7	1.7	1.9	1.7	1.5	2.0

Q. APPROXIMATELY HOW MANY TIMES, IN TOTAL, DO YOU PICK UP A TYPICAL ISSUE OF THIS PUBLICATION TO READ OR LOOK THROUGH, BEFORE YOU ARE FINISHED WITH THAT ISSUE?

TIME SPENT WITH A TYPICAL ISSUE

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER TO TIME SPENT	159	36	22	85	103	164
NUMBER ANSWERING	822 100.0	460 100.0	566 100.0	361 100.0	328 100.0	184 100.0
LESS THAN 30 MINUTES	528 64.2	330 71.7	340 60.1	257 71.2	196 59.8	73 39.7
30 - 59 MINUTES	152 18.5	77 16.7	134 23.7	69 19.1	57 17.4	53 28.8
1 TO UNDER 1 1/2 HOURS	97 11.8	36 7.8	63 11.1	25 6.9	55 16.8	36 19.6
1 1/2 TO UNDER 2 HOURS	15 1.8	5 1.1	13 2.3	4 1.1	8 2.4	4 2.2
2 TO UNDER 2 1/2 HOURS	17 2.1	7 1.5	11 1.9	4 1.1	10 3.0	10 5.4
2 1/2 TO UNDER 3 HOURS	4 0.5	2 0.4	4 0.7	0 -	1 0.3	1 0.5
3 TO UNDER 4 HOURS	5 0.6	1 0.2	1 0.2	1 0.3	1 0.3	5 2.7
4 TO UNDER 5 HOURS	1 0.1	0 -	0 -	0 -	0 -	2 1.1
5 HOURS OR MORE	3 0.4	2 0.4	0 -	1 0.3	0 -	0 -
MEDIAN TIME SPENT READING OR LOOKING THROUGH A TYPICAL ISSUE (HOURS)	.4	.3	.4	.4	.4	.7
AVERAGE TIME SPENT READING OR LOOKING THROUGH A TYPICAL ISSUE (HOURS)	.5	.4	.5	.4	.5	.7

Q. CONSIDERING ALL THE TIMES YOU PICK IT UP, ABOUT HOW MUCH TIME, IN TOTAL, DO YOU SPEND IN READING OR LOOKING THROUGH A TYPICAL ISSUE OF THIS PUBLICATION?

SURVEY METHODOLOGY

LETTERS OF CERTIFICATION

ERDOS and MORGAN, Inc.
RESEARCH SERVICE
114 FIFTH AVENUE, NEW YORK, N.Y. 10011

August 7, 1980

To whom it may concern:

The Erdos and Morgan Comparable Profile Measurement is a continuing yearly project among subscribers of various publications. The concept involves mailing questionnaires to a sample of U. S. subscribers of each participating publication. Most of the questions are selected from a library of questions prepared by Erdos and Morgan, Inc. The data derived from these questions is therefore comparable for all participants.

MarketPlace Publications decided to participate in this project and accordingly a systematic sample of the current controlled U. S. subscribers of each of the five publications was selected by their fulfillment offices, and the resulting sample certified by them. A systematic (every Nth name) sampling method was used, with a starting number selected from a table of random numbers. The total sample selected was 2,480. This sample was systematically reduced by Erdos and Morgan to 2,000 U. S. subscribers, the actual mailing list used.

An advance postcard was mailed to these 2,000 subscribers on April 30, 1980, followed by an eight-page questionnaire on May 2, 1980. The questionnaire was accompanied by a letter, a stamped reply envelope and a dollar bill incentive. A follow-up mailing with another copy of the questionnaire was sent out on June 12, 1980.

One-hundred thirty-eight mailing pieces were returned by the Post Office as undeliverable, leaving a net mailing of 1,862. Returns were received directly by Erdos and Morgan, Inc. A total of 981 questionnaires, or 53% of the net mailing were received by the closing date of July 14, 1980. All completed questionnaires received by that date, and none received thereafter, were included in the tabulations.

All tables, percentages and other calculations included in the annotated computer output were prepared by Erdos and Morgan, Inc. in accordance with accepted research practice.

ERDOS and MORGAN, Inc.

Dr. Paul L. Erdos
President

PLE/mm

212 691-3150

ERDOS and MORGAN, Inc.
RESEARCH SERVICE
114 FIFTH AVENUE, NEW YORK, N.Y. 10011

August 7, 1980

To whom it may concern:

In addition to the subscriber profile of the five publications as a group, an ancillary survey was conducted to ascertain the characteristics of the recipients of each of the five MarketPlace publications. A systematic sample was selected from the U. S. galleys of each publication, totaling 3,720 names, and systematically reduced by Erdos and Morgan to 3,000 individuals. The combined mailings of the CPM survey (for the whole group) and the ancillary survey (increased sample of subscribers for individual publications) totaled 5,000 and represented a mailing of 1,000 to the recipients of each of the five publications.

An advance postcard was mailed to these 5,000 subscribers on April 30, 1980, followed by an eight-page questionnaire on May 2, 1980. The questionnaire was accompanied by a letter, a stamped reply envelope and a dollar bill incentive. A follow-up mailing with another copy of the questionnaire was sent out on June 12, 1980.

Three hundred and forty three mailing pieces were returned by the Post Office as undeliverable, leaving a net mailing of 4,657. Returns were received directly by Erdos and Morgan, Inc. A total of 2,309 questionnaires, or 50% of the net mailing were received by the closing date of July 14, 1980. All completed questionnaires received by that date, and none received thereafter, were included in the tabulations.

The first column on the following pages shows the results of the survey conducted among recipients of all five publications as a group, and described in the first letter on this page. The columns headed PHYSICIANS, DENTISTS, LAWYERS, CPA'S and PRESIDENTS show the results of the second survey, described in this letter. The first column is not the total of the other five columns.

All tables, percentages and other calculations included in the annotated computer output were prepared by Erdos and Morgan, Inc. in accordance with accepted research practice.

ERDOS and MORGAN, Inc.

Dr. Paul L. Erdos
President

PLE/mm

212 691-3150

ERDOS AND MORGAN

MARKETPLACE PUBLICATIONS, INC.

SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS

ERDOS AND MORGAN JOB 9262

GROSS MAILING	5,000	
LESS UNDELIVERABLES	343	
NET MAILING	4,657	100%
TOTAL USABLE RETURNS	2,309	50%

MAILING DATES:

ADVANCE POSTCARD	APRIL 30, 1980
QUESTIONNAIRE:	
FIRST MAILING	MAY 2, 1980
FOLLOW-UP MAILING	JUNE 12, 1980
CLOSED FOR TABULATIONS (NO RESPONSES ACCEPTED AFTER THIS DATE)	JULY 14, 1980

IN THE FOLLOWING TABLES THE FIRST COLUMN REPRESENTS THE RESULTS OF THE "COMPARABLE PROFILE MEASUREMENT OF SUBSCRIBERS AND SUBSCRIBER HOUSEHOLDS." THE SAMPLE OF 2,000 USED FOR THAT SURVEY WAS SYSTEMATICALLY SELECTED FROM THE COMBINED LIST OF ALL 5 TYPES OF MARKETPLACE PUBLICATIONS RECIPIENTS. A FURTHER SYSTEMATIC SAMPLE WAS DRAWN FROM THE TOTAL U.S. GALLEYS OF THE RECIPIENTS OF EACH OF THE 5 PUBLICATIONS, TO ASSURE A TOTAL MAILING OF 1,000 QUESTIONNAIRES TO EACH. THE FIRST COLUMN THUS DOES NOT REPRESENT A TOTAL OF THE OTHER 5 COLUMNS, BUT A COMPLETE AND SEPARATE SURVEY IN ITSELF.

GEOGRAPHIC DISTRIBUTION

	MARKETPLACE PUBLICATIONS RECIPIENTS	PHYSICIANS	DENTISTS	LAWYERS	CPA'S	PRESIDENTS
BASE (ALL RESPONDENTS)	981	496	588	446	431	348
NO ANSWER	2	0	1	0	0	1
NUMBER ANSWERING	979	496	587	446	431	347
	100.0	100.0	100.0	100.0	100.0	100.0
MAIN RESIDENCE IS LOCATED IN ...						
NEW ENGLAND	72	35	40	27	31	21
	7.4	7.1	6.8	6.1	7.2	6.1
MIDDLE ATLANTIC	174	89	114	74	85	61
	17.8	17.9	19.4	16.6	19.7	17.6
EAST NORTH CENTRAL	186	88	100	87	79	75
	19.0	17.7	17.0	19.5	18.3	21.6
WEST NORTH CENTRAL	68	38	42	35	28	23
	6.9	7.7	7.2	7.8	6.5	6.6
SOUTH ATLANTIC	153	79	87	80	62	52
	15.6	15.9	14.8	17.9	14.4	15.0
EAST SOUTH CENTRAL	46	24	25	24	24	16
	4.7	4.8	4.3	5.4	5.6	4.6
WEST SOUTH CENTRAL	90	43	55	32	47	34
	9.2	8.7	9.4	7.2	10.9	9.8
MOUNTAIN	56	24	32	28	25	19
	5.7	4.8	5.5	6.3	5.8	5.5
PACIFIC	134	76	92	59	50	46
	13.7	15.3	15.7	13.2	11.6	13.3

Q. IN WHAT STATE AND ZIP AREA IS YOUR MAIN RESIDENCE LOCATED?

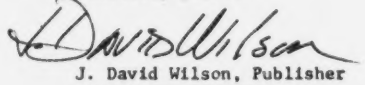
SAMPLES OF ADVANCE POSTCARDS

Dear Reader:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take but a short time to fill it out -- and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,



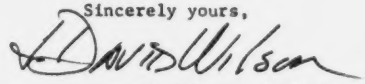
J. David Wilson, Publisher
PHYSICIANS MARKETPLACE

Dear Reader:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take but a short time to fill it out -- and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,



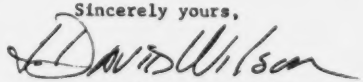
J. David Wilson, Publisher
PRESIDENTS MARKETPLACE

Dear Reader:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take but a short time to fill it out -- and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,



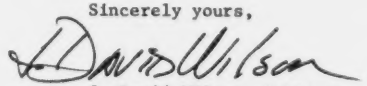
J. David Wilson, Publisher
DENTISTS MARKETPLACE

Dear Reader:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take but a short time to fill it out -- and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,



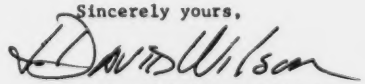
J. David Wilson, Publisher
LAWYERS MARKETPLACE

Dear Reader:

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take but a short time to fill it out -- and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,



J. David Wilson, Publisher
CPA's MARKETPLACE

SAMPLES OF LETTERS ACCOMPANYING QUESTIONNAIRES

FIRST MAILING

May 2, 1980

Will you do us a favor?

We try hard to give you a useful publication. Now we are turning to you for help. We are conducting an important survey of our readers, covering various aspects of their lives, interests and activities.

Because you are part of a scientifically selected sample, your response is vital to the survey's success. Your answers will be treated in complete confidence, and used only in combination with those of the other readers in our sample to develop a composite picture. The number on the bottom of the last page is for our control purposes only and enables us to avoid sending a second questionnaire to people who complete and return the first one.

Please complete the enclosed questionnaire and return it to us in the stamped reply envelope. The editors, and I personally, will be very grateful for your help.

Sincerely yours,

J. David Wilson
Publisher

P.S. The enclosed dollar bill is just a token of our appreciation. You may want to add it to your next charitable contribution.

FOLLOW-UP MAILING

June 12, 1980

A few weeks ago we sent you a questionnaire and letter asking you to take part in an important survey. If you were among those who answered, please consider this our way of saying, "Thank you."

In case, however, you did not have a chance to fill out the form when you first received it, perhaps you will be kind enough to do so now. For your convenience we enclose another copy of the questionnaire.

Since every survey depends for its validity on the greatest possible number of replies, we want to make certain that your answers are included. Of course all answers are confidential, and will be used only in combination with those of other readers to obtain a composite picture of our readership. The number on the bottom of the last page of the questionnaire is for our control purposes only. If, however, you prefer not to be identified even for this limited purpose, you may cut off the number.

Won't you please complete the enclosed questionnaire and return it to us in the stamped envelope? I will be very grateful for your help.

Sincerely yours,

J. David Wilson
Publisher

P.S. The enclosed two-dollar bill is just a token of our appreciation for your help.

Presidents MarketPlace

A nationwide survey of our readers

This study is about you and your household. "Your household" means you and other persons living with you most of the year, whether related or not. One person living alone is a "household." Students temporarily living away from home should be included with others at home in defining the "household." Please ignore the small numbers alongside the answers. They are only to help us in data processing.

(5-1)

1. Which of the activities listed below did you or other members of your household engage in or attend in the past 12 months? (Please check all that apply.)

Note...If both you and others engaged in a particular activity, please make sure both boxes are checked for that activity. If only you or other(s) participated, please check the one appropriate box for the activity.

	Self (6)	Others (7)		Self (8)	Others (9)
Attended art shows or art galleries	☐-1	☐-1	Hunting	☐-1	☐-1
Attended live theatre/concert/opera/ ballet performances	☐-2	☐-2	Jogging	☐-2	☐-2
Bicycling	☐-3	☐-3	Listening to music on stereo equipment	☐-3	☐-3
Boating, sailing	☐-4	☐-4	Photography	☐-4	☐-4
Camping	☐-5	☐-5	Reading books for pleasure	☐-5	☐-5
Collecting (stamps, coins, etc.)	☐-6	☐-6	Skiing (snow)	☐-6	☐-6
Fishing	☐-7	☐-7	Skin or scuba diving	☐-7	☐-7
Flying a private plane	☐-8	☐-8	Tennis	☐-8	☐-8
Golf	☐-9	☐-9	Water skiing	☐-9	☐-9
			None of the listed activities	☐-0	☐-0

ABOUT YOU AND PRESIDENTS MARKETPLACE

1. How many of the last 4 issues of PRESIDENTS MARKETPLACE have you read or looked through?

1 of the last 4 issues ☐-1
2 of the last 4 ☐-2
3 of the last 4 ☐-3
All of the last 4 ☐-4
None of the last 4 issues ☐-0 (10)
Recent subscriber, have not yet received 4 issues ☐-y

2. Where do you usually read your copy of PRESIDENTS MARKETPLACE? (Please check all that apply.)

At home ☐-1 Where I work ☐-2 Elsewhere ☐-3 (11)

3. Approximately how many times, in total, do you pick up a typical issue of PRESIDENTS MARKETPLACE to read or look through, before you are finished with that issue?

Once ☐-1
2 times ☐-2
3 times ☐-3
4 times ☐-4
5 times ☐-5
6 - 9 times ☐-6
10 - 14 times ☐-7 (12)
15 or more times ☐-8

4. Considering all the times you pick it up, about how much time, in total, do you spend in reading or looking through a typical issue of PRESIDENTS MARKETPLACE?

(Please write in number of hours, minutes, or hours and minutes)

Hours _____ (13)
Minutes _____ (14-15)

Page 2

ABOUT YOUR HOME AND SOME POSSESSIONS

1a. Which of the following best describes the main residence of your household? (Please check one.)

Owned by self or other household member:
House (other than farm or ranch) ☐-1
House on farm or ranch ☐-2
Condominium ☐-3
Cooperative apartment ☐-4
Other _____ (Please specify) ☐-5

Rented:
House ☐-6 (16)
Apartment ☐-7
Other _____ (Please specify) ☐-8

b. If you or other household members own your main residence, what is its approximate present market value, including the land that belongs to it?

Under $20,000	☐-1	$50,000 - $59,999	☐-5	$100,000 - $124,999	☐-9 (17)
$20,000 - $29,999	☐-2	$60,000 - $69,999	☐-6	$125,000 - $149,999	☐-0
$30,000 - $39,999	☐-3	$70,000 - $79,999	☐-7	$150,000 - $199,999	☐-x
$40,000 - $49,999	☐-4	$80,000 - $99,999	☐-8	$200,000 or over...	☐-y

If $200,000 or over, approximate value...$_____ (18-20)

2. In addition to your main residence, do you or other members of your household own any of the following types of real estate? (Please check all that apply.)

Weekend or vacation home ☐-1
Ranch, farm or farmland ☐-2
Residential building plot ☐-3
Undeveloped land ☐-4
Business property ☐-5 (21)
Other (please specify) _____ ☐-6
No other real estate owned ☐-7

3a. Which of the following items do you or other household members now own? (Please check all that apply.)

b. Which of these items do you or other household members plan to buy in the next 12 months? (Please check all that apply.)

	(a) Now own (22)	(b) Plan to Buy (23)
Photographic equipment		
35mm camera	☐-1	☐-1
Polaroid-type camera	☐-2	☐-2
Cartridge-type still camera (instamatic, "pocket", etc.)	☐-3	☐-3
Other still camera	☐-4	☐-4
Slide projector	☐-5	☐-5
Movie camera	☐-6	☐-6
Movie projector	☐-7	☐-7
Tape Recorders		
Reel to reel system	☐-8	☐-8
Cassette tape recorder	☐-9	☐-9
Cartridge tape unit - 8 track	☐-0	☐-0
Special audio equipment on cars		
AM-FM stereo car radio	☐-x	☐-x
Car tape deck	☐-y	☐-y

	(a) Now own (24)	(b) Plan to Buy (25)
Hi-fi/stereo components (pieces that can be bought separately and arranged in any configuration or design)		
Receiver (combination tuner and amplifier)	☐-1	☐-1
Separate tuner	☐-2	☐-2
Separate amplifier	☐-3	☐-3
Record changer/turntable	☐-4	☐-4
Speakers	☐-5	☐-5
Headphone	☐-6	☐-6
Microphone	☐-7	☐-7
Hi-fi/stereo package systems		
Compact stereo system	☐-8	☐-8
Other packaged system	☐-9	☐-9
Videotape recorder/player	☐-0	☐-0
None of the listed photographic or audio equipment	☐-x	☐-x

4. Please indicate which of the following items you or other household members now own. (Check all that apply.)

	(26)		(27)
Wrist watch costing $150 or more	☐-1	Garbage disposal unit	☐-1
Portable typewriter	☐-2	Sail boat	☐-2
Color TV set - console	☐-3	Power boat (no sail)	☐-3
Color TV set - portable	☐-4	Snow plow or blower	☐-4
Hand-held electronic calculator	☐-5	Riding mower or tractor	☐-5
Multi-speed bicycle	☐-6	Stationary power tools	☐-6
Digital watch	☐-7	Central air conditioning	☐-7
Piano	☐-8	Window air conditioning unit(s)	☐-8
Home freezer	☐-9	In-ground swimming pool	☐-9
		None of the listed items owned	☐-0

5. Which of the following types of charge privileges and credit cards do you or other household members now hold? (Please check all that apply.)

	Self (28)	Others (29)		Self (30)	Others (31)
Business expense account	☐-1	☐-1	Gasoline credit card (Exxon, Gulf, etc.)	☐-1	☐-1
Air travel card	☐-2	☐-2	Hotel credit card	☐-2	☐-2
American Express	☐-3	☐-3	Master Charge	☐-3	☐-3
BankAmericard or VISA	☐-4	☐-4	Other bank credit card	☐-4	☐-4
Bell System (phone) card	☐-5	☐-5	Retail charge account (dept. or specialty store)	☐-5	☐-5
Car rental card (Hertz, Avis, etc.)	☐-6	☐-6	Torch Club	☐-6	☐-6
Carte Blanche	☐-7	☐-7	Other (Please specify)_____	☐-x	☐-x
Diners Club	☐-8	☐-8			
			No credit cards or charge privileges held	☐-y	☐-y

ABOUT TRAVEL IN THE U.S.

1. During the past 12 months, did you or other household members take any trips in the 48 contiguous U.S. states (excluding Alaska and Hawaii) for business, pleasure or any other reason? (Please include only trips of 100 miles or more one-way. Do not include commuting or military travel.)

	Self	Others
Yes, took trips within the 48 U.S. states	☐-1	☐-4 (32)
No	☐-2	☐-5

If neither you nor others took any such trips, please skip to ABOUT TRAVEL OUTSIDE THE 48 CONTIGUOUS U.S. STATES on the next page. If "Yes," to either, please continue.

2. What was the purpose of these trips within the 48 U.S. states in the past 12 months? (If more than one type of trip was taken, please check all that apply.)

Took one or more...	Self	Others
Trip(s) for purely business purposes	☐-1	☐-5 (33)
Trip(s) purely for pleasure or personal reasons	☐-2	☐-6
Trip(s) that combined business and personal reasons in the same trip	☐-3	☐-7

3. What means of transportation were used by yourself or other household members on these U.S. trips in the past 12 months? (Please check all that apply.)

	Self (34)	Others		Self (35)	Others
Commercial airline	☐-1	☐-5	Bus	☐-1	☐-5
Train	☐-2	☐-6	Own car	☐-2	☐-6
Ship	☐-3	☐-7	Rented car	☐-3	☐-7

ABOUT TRAVEL OUTSIDE THE 48 CONTIGUOUS U.S. STATES

1. During the past 3 years, did you or other household members take any trips or cruises outside the U.S. or to Alaska or Hawaii? (Please do not include military travel.)

	Self	Others
Yes, took such trips	☐-1	☐-4 (36)
No	☐-2	☐-5

If neither you nor others took any such trips, please skip to Question 1 below.

If "Yes," to either, please continue.

2. Which of the following places were visited by you or other household members in the past 3 years? (Please check all that apply.)

	Self (37)	Others (38)		Self (39)	Others (40)
Alaska	☐-1	☐-1	Scandinavia	☐-1	☐-1
Hawaii	☐-2	☐-2	France	☐-2	☐-2
Canada	☐-3	☐-3	Italy	☐-3	☐-3
Mexico	☐-4	☐-4	Russia	☐-4	☐-4
			Other Europe	☐-5	☐-5
Bermuda	☐-5	☐-5			
Bahamas	☐-6	☐-6	Africa	☐-6	☐-6
Puerto Rico	☐-7	☐-7	Near or Middle East	☐-7	☐-7
Other Caribbean areas	☐-8	☐-8	Japan	☐-8	☐-8
			Other Asia (China, India, etc.)	☐-9	☐-9
South America	☐-9	☐-9			
Central America	☐-0	☐-0	Australia or New Zealand	☐-0	☐-0
Great Britain or Ireland	☐-x	☐-x	Pacific Islands	☐-x	☐-x

3. What means of transportation were used by yourself or other household members on these trips outside the 48 states in the past 3 years? (Please check all that apply.)

	Self (41)	Others		Self (42)	Others
Commercial airline	☐-1	☐-5	Bus	☐-1	☐-5
Train	☐-2	☐-6	Own car	☐-2	☐-6
Ship	☐-3	☐-7	Rented car	☐-3	☐-7

4. During the past 3 years, did you or other household members take a cruise on an ocean-going ship? Yes ☐-1 No ☐-2 (43)

ABOUT TRAVEL IN GENERAL

1. During the past 12 months, did you personally take any vacations (including long weekends) in which you were away from home for 4 or more days at one time?

Yes ☐-1 No ☐-2 (44)

If "Yes": a) How many vacations of 4 days or longer away from home did you take in the past 12 months? Number of such vacations_____ (45-46)

b) In total, how many days were you away from home on all these vacations? Total days away from home_____ (47-48)

2. Do you or other members of your household have a currently valid passport (i.e. one issued or reissued in the past 5 years)?

Yes ☐-1 No ☐-2 (49)

If "Yes," how many household members, including yourself, are covered by these currently valid passports? _____ members covered (50)

3. During the past 12 months, did you or other members of your household travel on an airline package tour – that is a trip in which air fare, hotel accommodations and/or other arrangements are combined under one price structure?

Yes ☐-1 No ☐-2 (51)

4. During the past 12 months, did you or any members of your household attend a convention (professional, trade, sales, special interest, etc.) in the U.S. or elsewhere?

	Self	Others
Yes, in the 48 contiguous states	☐-1	☐-5 (52)
Yes, outside the 48 states	☐-2	☐-6
No	☐-3	☐-7

ABOUT CARS

1. Please fill in the following information about cars and special utility vehicles in your household. 5-2

Do you or other members of your household:	Yes	No	If "Yes," how many such vehicles?
a. Now own a passenger automobile?	☐	☐	_____ (6)
b. Now own a special utility vehicle, other than the above (such as a 4-wheel drive sports utility vehicle, pick-up truck or van) that is primarily used for non-business purposes?	☐	☐	_____ (7)
c. Now lease a car or special utility vehicle?	☐	☐	_____ (8)
d. Now have exclusive use of a company-supplied car or special utility vehicle?	☐	☐	_____ (9)

Total of above = Total cars and special utility vehicles now owned, leased, or company-supplied. (If none, please write "0.") _____ (10)

2. Please fill in the following information for each car and special utility vehicle now owned, leased or company-supplied to yourself or other household members:

Cars and other vehicles now in household	Make (Buick, Jeep, Oldsmobile, VW, Datsun, Chevrolet, Ford, Dodge, etc.)	Model (Riviera, CJ-7, 88 Royale, Dasher, 620 Pickup, Chevette, LTD, B-200 Van, etc.)	Model Year	How Acquired: New	How Acquired: Used	Self or other household member personally: Owns	Self or other household member personally: Leases	Company supplied
#1				☐-1	☐-2	☐-1	☐-2	☐-3 (11-16)
#2				☐-1	☐-2	☐-1	☐-2	☐-3 (17-22)
#3				☐-1	☐-2	☐-1	☐-2	☐-3 (23-28)
#4				☐-1	☐-2	☐-1	☐-2	☐-3 (29-34)
#5				☐-1	☐-2	☐-1	☐-2	☐-3 (35-40)

3. Please indicate which of the following types of live-in or camping vehicles are owned by you or other members of your household. (Check as many as apply.)

Motor home (self-powered) ☐-1 (41)
Camper van ☐-2
Tent/camping/travel trailer ☐-3
Pick-up with cover or shell ☐-4
None of these ☐-0

4. During the past 12 months, have you or any other members of your household rented a car, either for business or personal reasons? (Please check all that apply.)

I rented a car ☐-1 (42)
Others in household rented a car ☐-2
No one rented a car ☐-3

If you personally rented a car in the past 12 months, how many different times did you rent a car for each of the following reasons?

I personally rented a car:	Please write in approximate number of times rented in past 12 months
a. For purely business reasons	_____ (43-44)
b. For purely personal reasons	_____ (45-46)
c. For occasions that combined business and personal reasons	_____ (47-48)
Total	_____ (49-50)

ABOUT INSURANCE

1. Do you or other members of your household have any life insurance, other than group coverage?

Yes ☐-1 No ☐-2 (51)

If "Yes," what is the approximate total face value of all such life insurance held by you or other household members?

Under $10,000 ☐-1 (52)
$10,000 - $19,999 ☐-2
$20,000 - $29,999 ☐-3
$30,000 - $49,999 ☐-4
$50,000 - $69,999 ☐-5
$70,000 - $99,999 ☐-6
$100,000 - $149,999 ☐-7
$150,000 - $199,999 ☐-8
$200,000 - $249,999 ☐-9
$250,000 or over ☐-0

If $250,000 or over, approximate total value... $_____ (53-55)

ABOUT INVESTMENTS

1a. Do you or other household members now hold the following types of investments? (5-3)

	Stock in the company where employed (6)	Other corporate stock (common or preferred) (11)	Mutual funds (16)	Corporate bonds (21)	U.S. bonds (excluding U.S. savings bonds) (26)	State or municipal bonds (31)
Yes	☐-1	☐-1	☐-1	☐-1	☐-1	☐-1
No	☐-2	☐-2	☐-2	☐-2	☐-2	☐-2

b. If "Yes," what is the approximate total current value of each type of holding?

	Stock in the company where employed (7)	Other corporate stock (common or preferred) (12)	Mutual funds (17)	Corporate bonds (22)	U.S. bonds (excluding U.S. savings bonds) (27)	State or municipal bonds (32)
Under $2,500	☐-1	☐-1	☐-1	☐-1	☐-1	☐-1
$ 2,500 - $ 4,999	☐-2	☐-2	☐-2	☐-2	☐-2	☐-2
$ 5,000 - $ 9,999	☐-3	☐-3	☐-3	☐-3	☐-3	☐-3
$ 10,000 - $ 14,999	☐-4	☐-4	☐-4	☐-4	☐-4	☐-4
$ 15,000 - $ 24,999	☐-5	☐-5	☐-5	☐-5	☐-5	☐-5
$ 25,000 - $ 49,999	☐-6	☐-6	☐-6	☐-6	☐-6	☐-6
$ 50,000 - $ 99,999	☐-7	☐-7	☐-7	☐-7	☐-7	☐-7
$100,000 - $199,999	☐-8	☐-8	☐-8	☐-8	☐-8	☐-8
$200,000 - $299,999	☐-9	☐-9	☐-9	☐-9	☐-9	☐-9
$300,000 or over	☐-0	☐-0	☐-0	☐-0	☐-0	☐-0
If $300,000 or over, please check the box above, and write in approximate value	$ (8-10)	$ (13-15)	$ (18-20)	$ (23-25)	$ (28-30)	$ (33-35)

c. Which of the following other types of investments do you or other household members now own? (Please check all that apply. If "none," check appropriate box.)

Real estate (excluding your own residence), mortgage ☐-1
Gold, coins, precious stones ☐-2
Commodities ... ☐-3
Tax Shelters.... ☐-4
Keogh Plan, IRA ☐-5
Certificates of deposit ☐-6 (36)
Art works, antiquities ☐-7
Money market funds.. ☐-8
None of those listed.. ☐-0

2. What is the approximate total value of the above investments owned by you and other members of your household? (Please combine all of the types of investments you checked in questions 1a, 1b & 1c, above to arrive at this figure. Do not include types of investments other than these.)

None..... ☐-1
Under $10,000... ☐-2
$10,000 - $24,999 ☐-3
$ 25,000 - $ 49,999 ☐-4
$ 50,000 - $ 99,999 ☐-5
$100,000 - $199,999 ☐-6
$ 200,000 - $299,999 ☐-7 (37)
$ 300,000 - $499,999 ☐-8
$ 500,000 - $999,999 ☐-9
$1,000,000 or over... ☐-0

If $1,000,000 or over, approximate value....$_____ (38-40)

(Please turn page)

ABOUT YOU AND YOUR HOUSEHOLD

(May we remind you that all answers are confidential and will be used only in combination with those of other respondents to form a composite picture.) Answers to some of the demographic questions may be obvious in your case -- the questions were designed to gather comparable statistical information from several professional and executive groups.

1. Are you a man or a woman?..... Man ☐-1 Woman ☐-2 (41)

2. What is your marital status?..... Married..... ☐-1 Widowed..... ☐-3 (42)
Single, never married ☐-2 Separated or divorced ☐-4

3. What is your age?.....
Under 18 years ☐-1
18 - 21..... ☐-2
22 - 24..... ☐-3
25 - 29..... ☐-4
30 - 34 ☐-5
35 - 39 ☐-6
40 - 44 ☐-7
45 - 49 ☐-8
50 - 54.... ☐-9 (43)
55 - 59.... ☐-0
60 - 64.... ☐-x
65 or over ☐-y

4. What is the highest level of formal education you have attained to date? (Please check one box only.)

Grade school..... ☐-1
Attended high school..... ☐-2
Graduated from high school ☐-3
Attended college..... ☐-4
Graduated from 4-year college.... ☐-5 (44)
Postgraduate study without degree ☐-6
Master's degree..... ☐-7
Doctor's degree..... ☐-8

5. What is the nature of your employer's business? If you do not work for an employer, please give your professional or occupational status. (Please be specific: e.g. steel manufacturing, wholesale food, retail textiles, engineering firm, law firm, dentist, writer, student, homemaker, etc.)

_____ (45-46)

6. What is your title or position? (Please be specific: e.g. partner, vice president, office manager, sales manager, salesman, teacher, doctor, lawyer, etc.)

_____ (47-48)

7. How many members are there in your household within each of the following age groups, including yourself? (Please write in number or "0" for each category.)

Including yourself:	#
Number of adults: 18 years old or over	_____ (49)
Number of children: 12-17 years old..	_____ (50)
6-11 years old..	_____ (51)
Under 6 years old	_____ (52)
Total household members ...	_____ (53)

8. Please check the box that best describes your total household income before taxes in 1979. (Please include income from yourself and all other household members from all sources, such as wages, bonuses, profits, dividends, rentals, interest, etc.)

(54) (55)

Under $5,000..... ☐-1
$ 5,000 - $ 7,999 ☐-2
$ 8,000 - $ 9,999 ☐-3
$10,000 - $11,999 ☐-4
$12,000 - $14,999 ☐-5
$15,000 - $19,999 ☐-6
$20,000 - $24,999 ☐-7
$ 25,000 - $29,999 ☐-1
$ 30,000 - $34,999 ☐-2
$ 35,000 - $39,999 ☐-3
$ 40,000 - $49,999 ☐-4
$ 50,000 - $74,999 ☐-5
$ 75,000 - $99,999 ☐-6
$100,000 or over... ☐-7

If $100,000 or over, approximate amount:
$_____ (56-58)

9. In what state and ZIP area is your main residence located?

State_____ (59-60) ZIP_____ (61-65)

THANK YOU FOR YOUR HELP.